

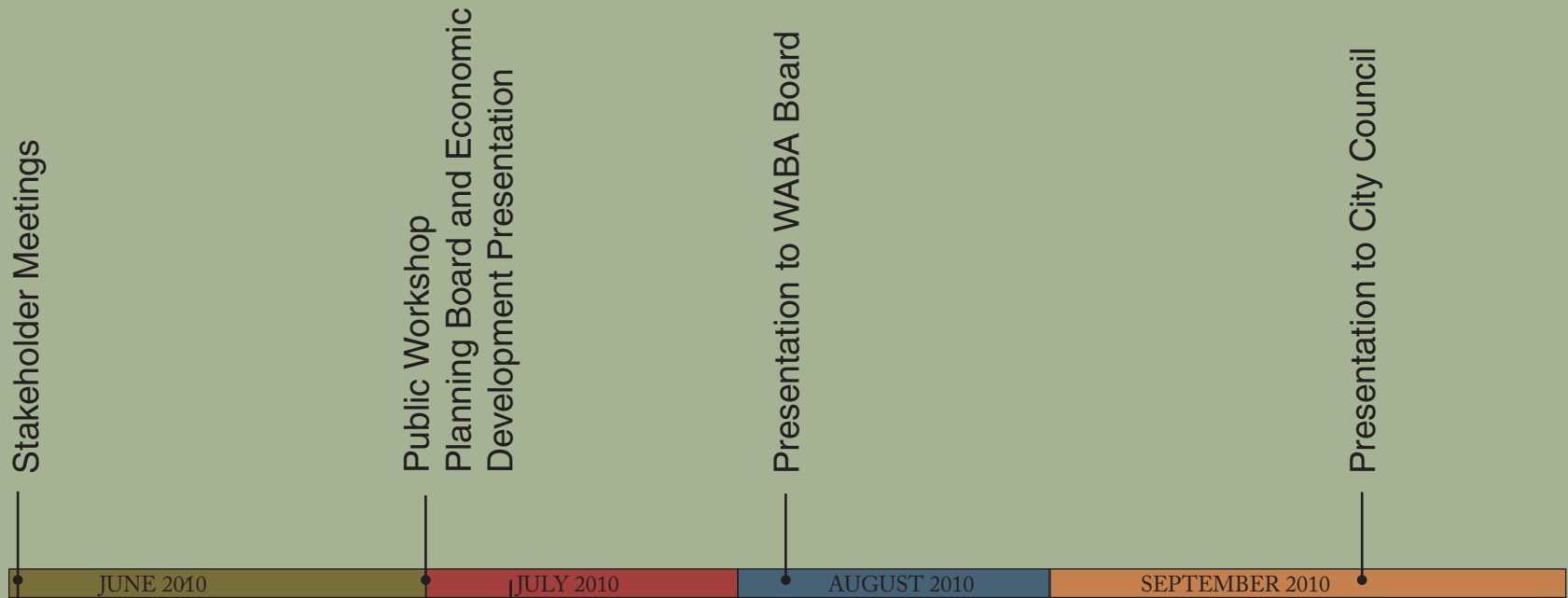
# Webster Street Vision Plan

15 July 2010



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# Timeline



# *Overview*

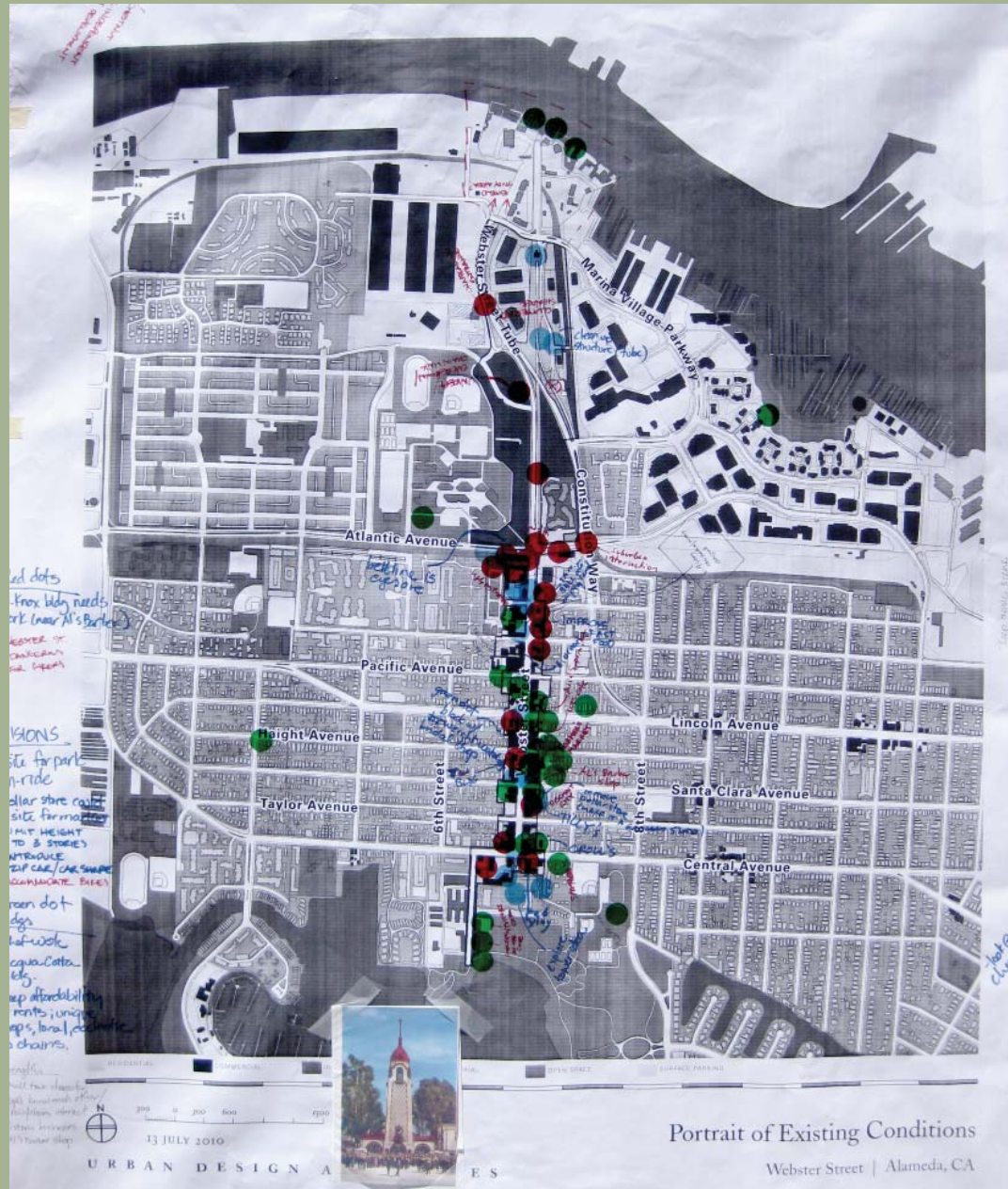
What we heard

Vision

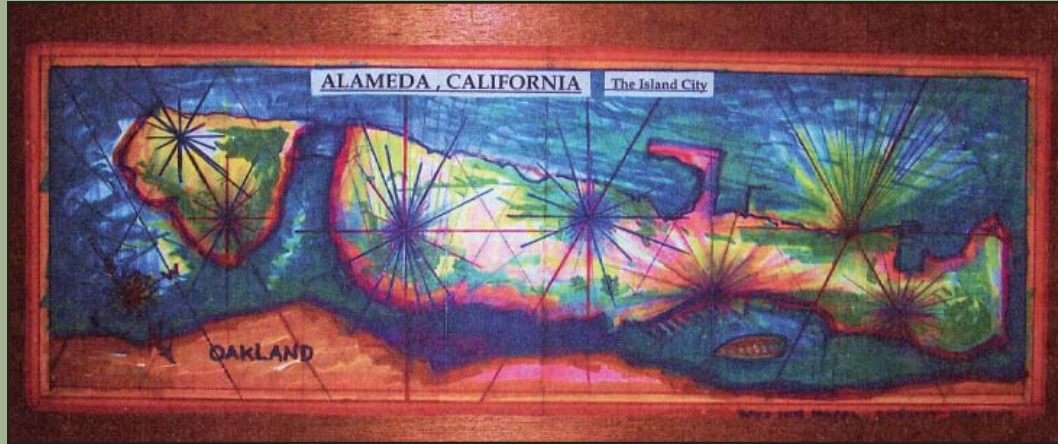
Civic Realm Framework

Initiatives

# What we heard



# *Existing Plans*



DAYS INN MURAL



STARGELL INTERCHANGE



ALAMEDA LANDING



COMPLETION OF  
STREETSCAPE TO ATLANTIC



BELTLINE LINEAR PARK



INFILL AT PACIFIC AND  
WEBSTER

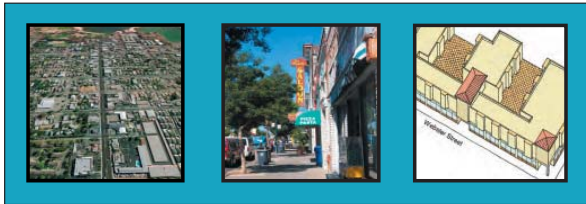
*Coming soon*



# *Existing Policy Documents*

## **Webster District Strategic Plan**

### **Physical Opportunities Analysis**



Development Services Department  
City of Alameda

*Prepared for:*  
*Strategic Economics*

*December 2004*

**EDAW**

## **Webster District Strategic Plan**

March 29, 2005

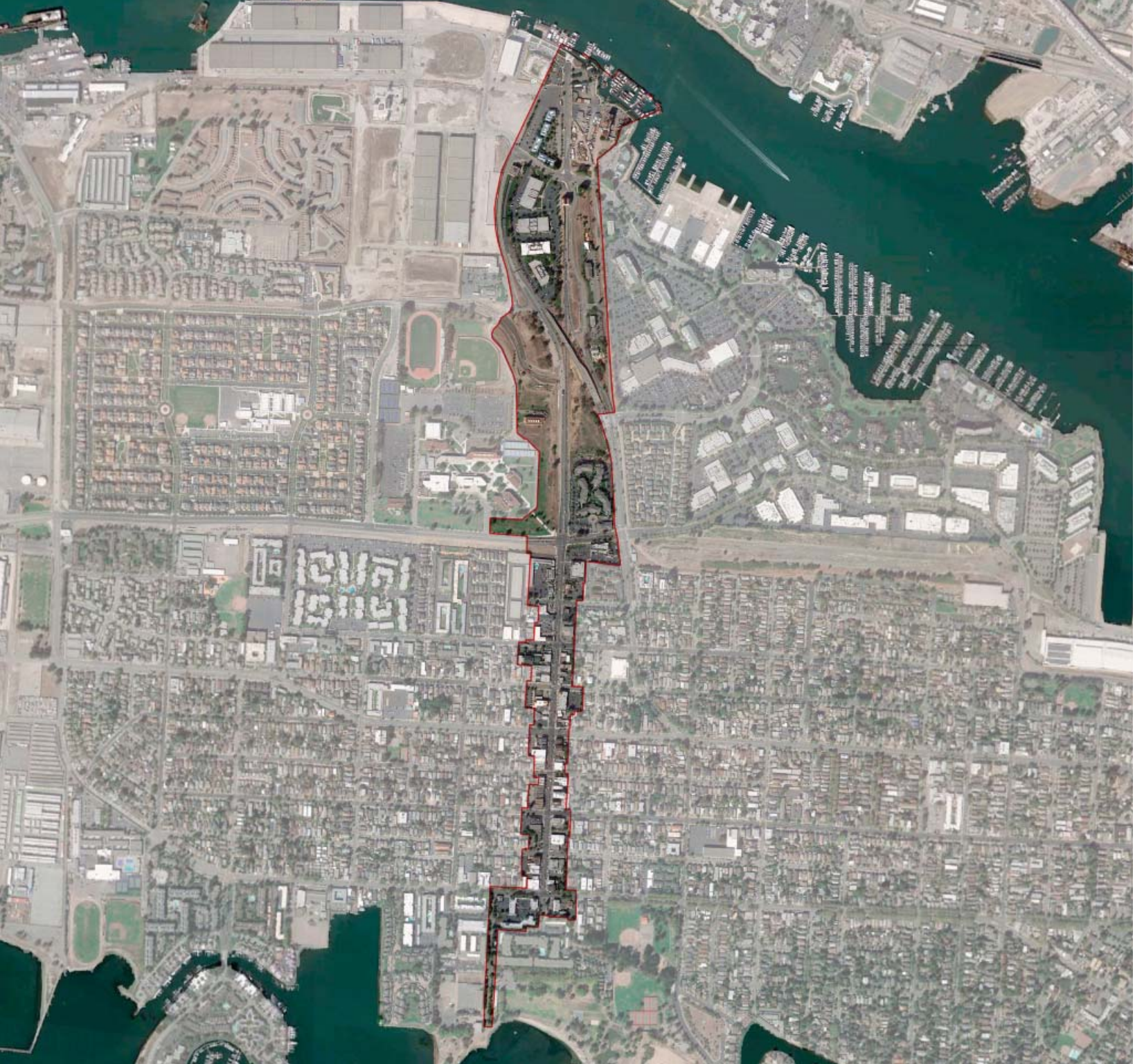
*prepared for:*  
City of Alameda Development Services Department



# *Vision*

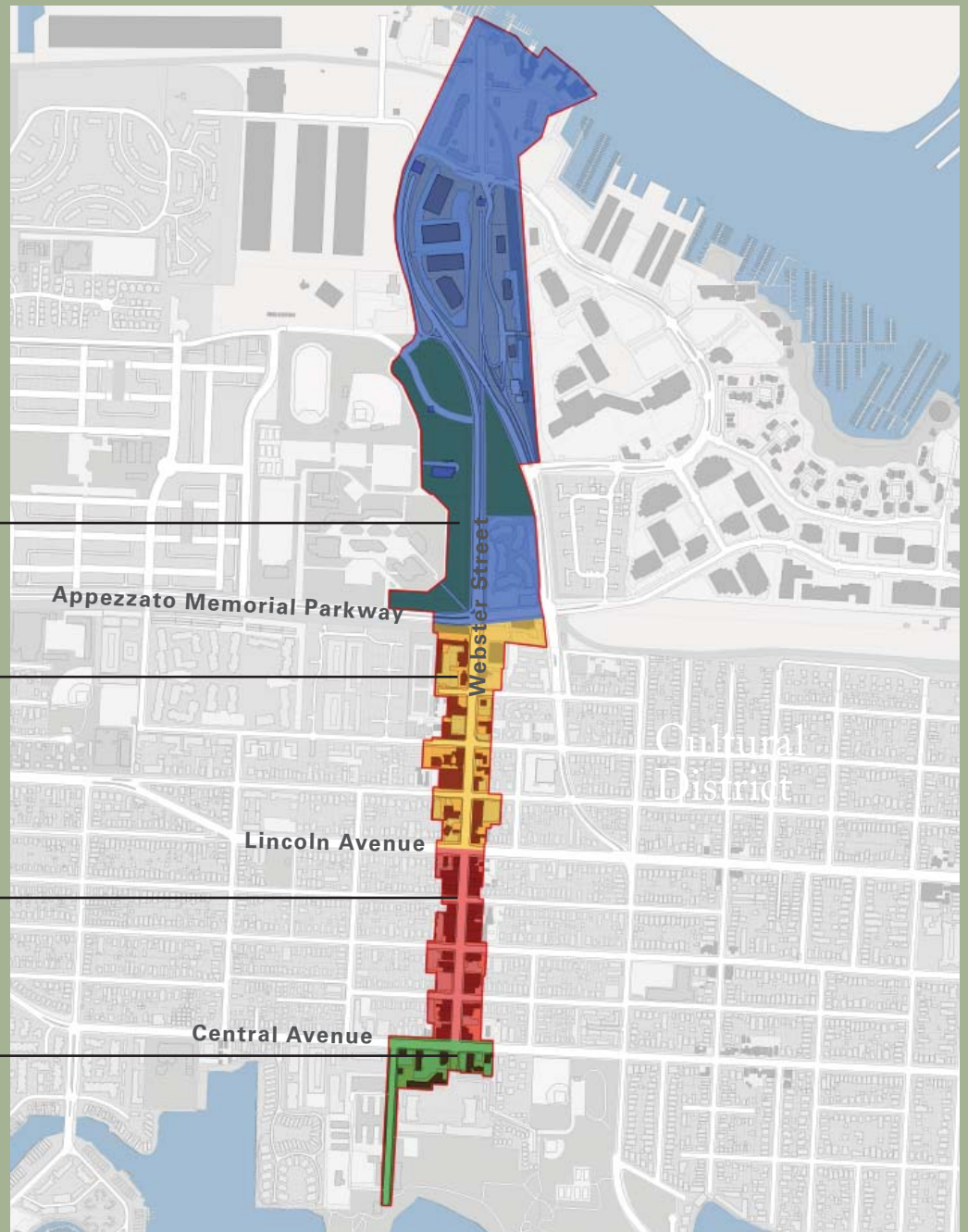
“The vision for Webster Street is to reinforce its role as the heart of West Alameda life and a gateway to the island.”



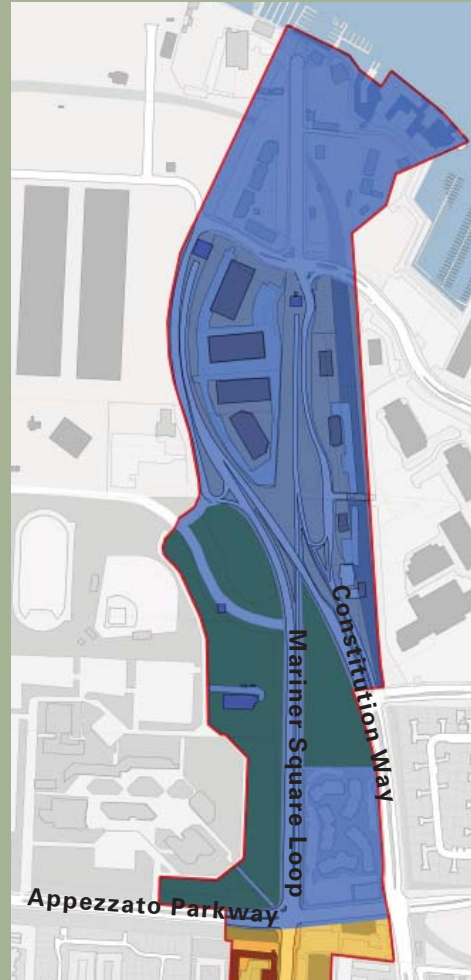


# *Districts*

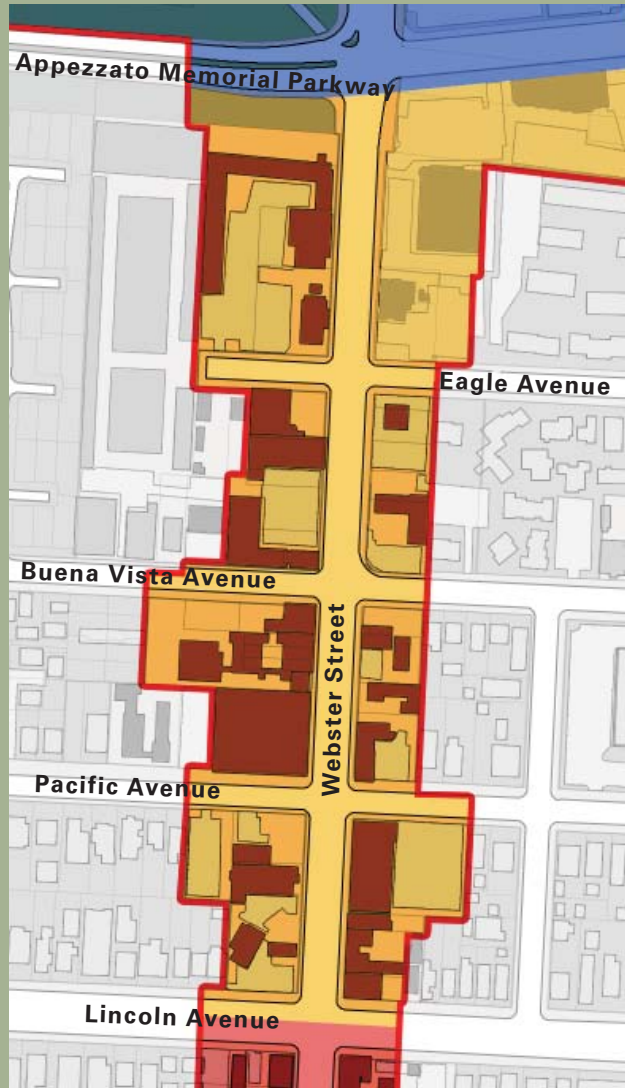
Gateway —  
Avenue —  
Main Street —  
Anchor —



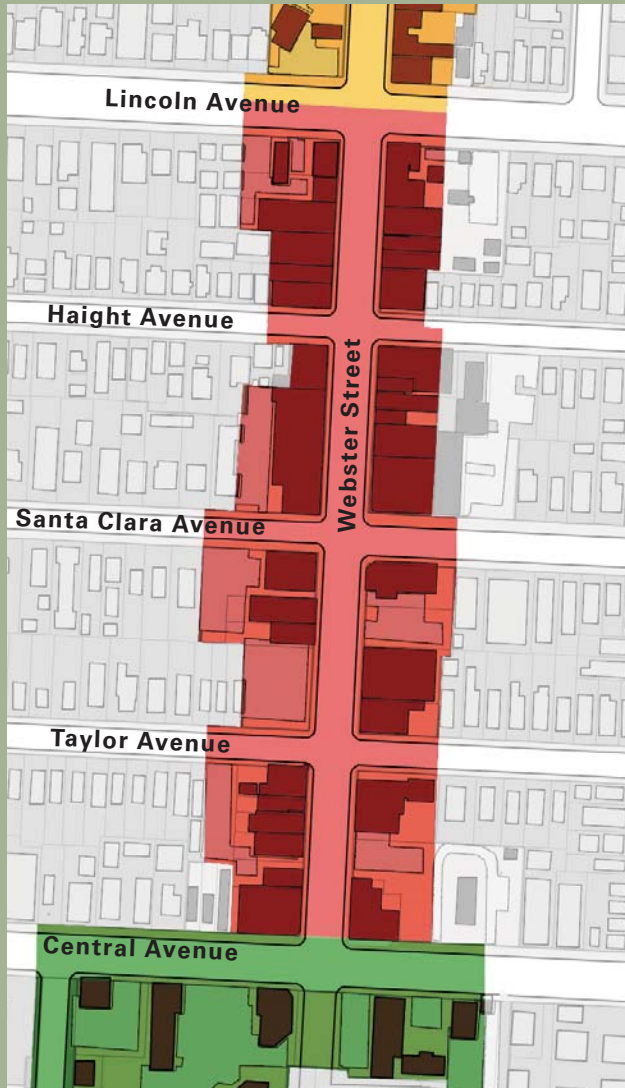
# *The Gateway*



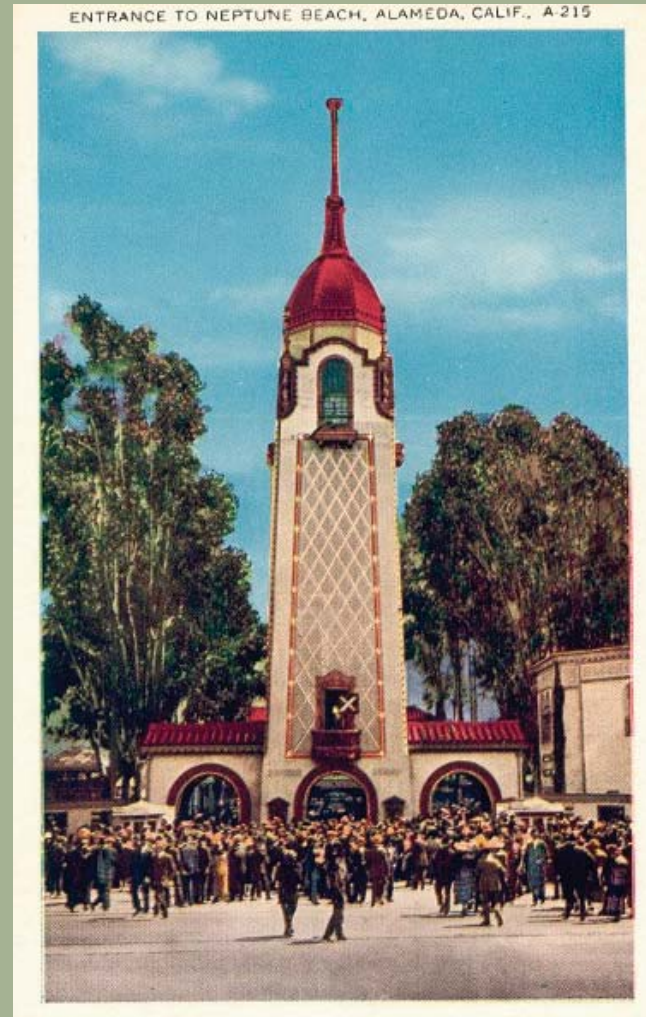
# *Avenue*



# *Main Street*



# *Anchor District*



# *Successful Streetscapes*



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# *What's not working*



# *Streetscape Zones*

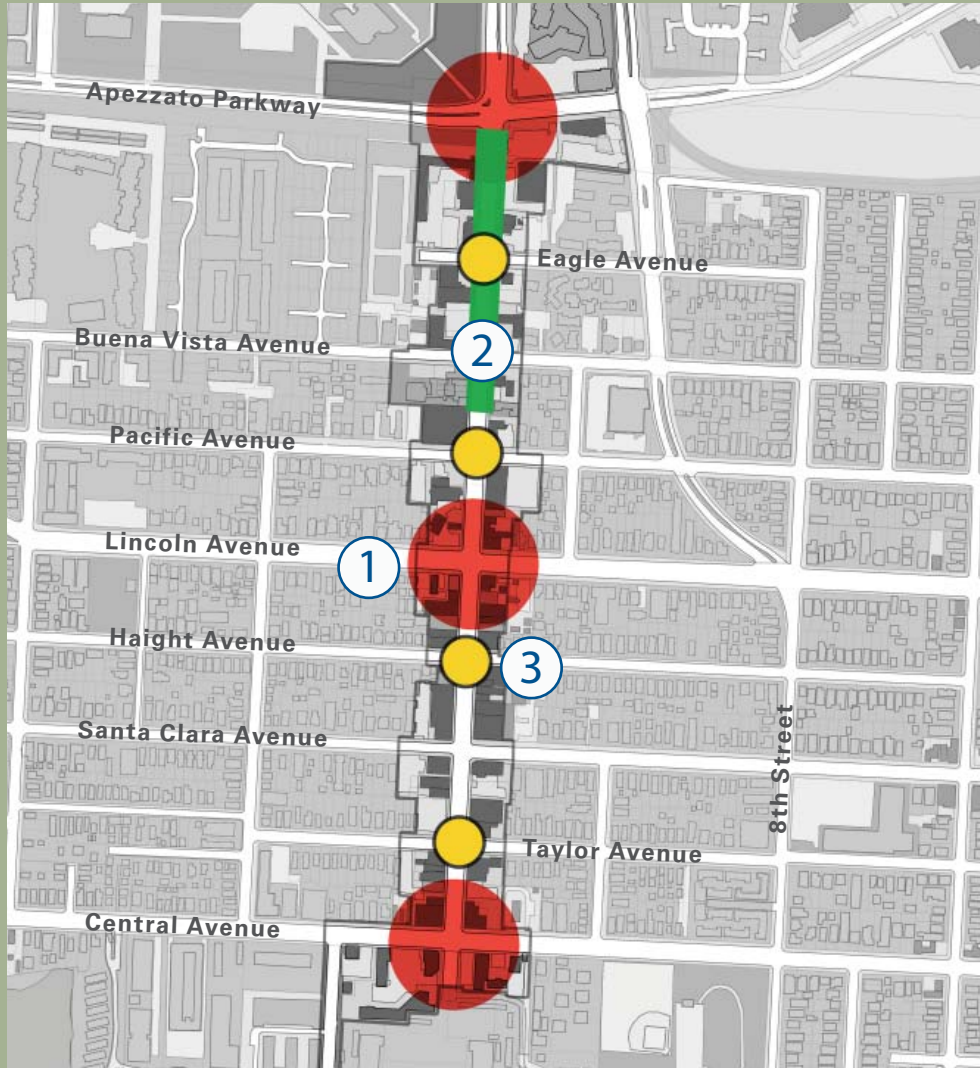
AMENITY ZONE \_\_\_\_\_

CLEAR ZONE \_\_\_\_\_

MARKETING ZONE \_\_\_\_\_

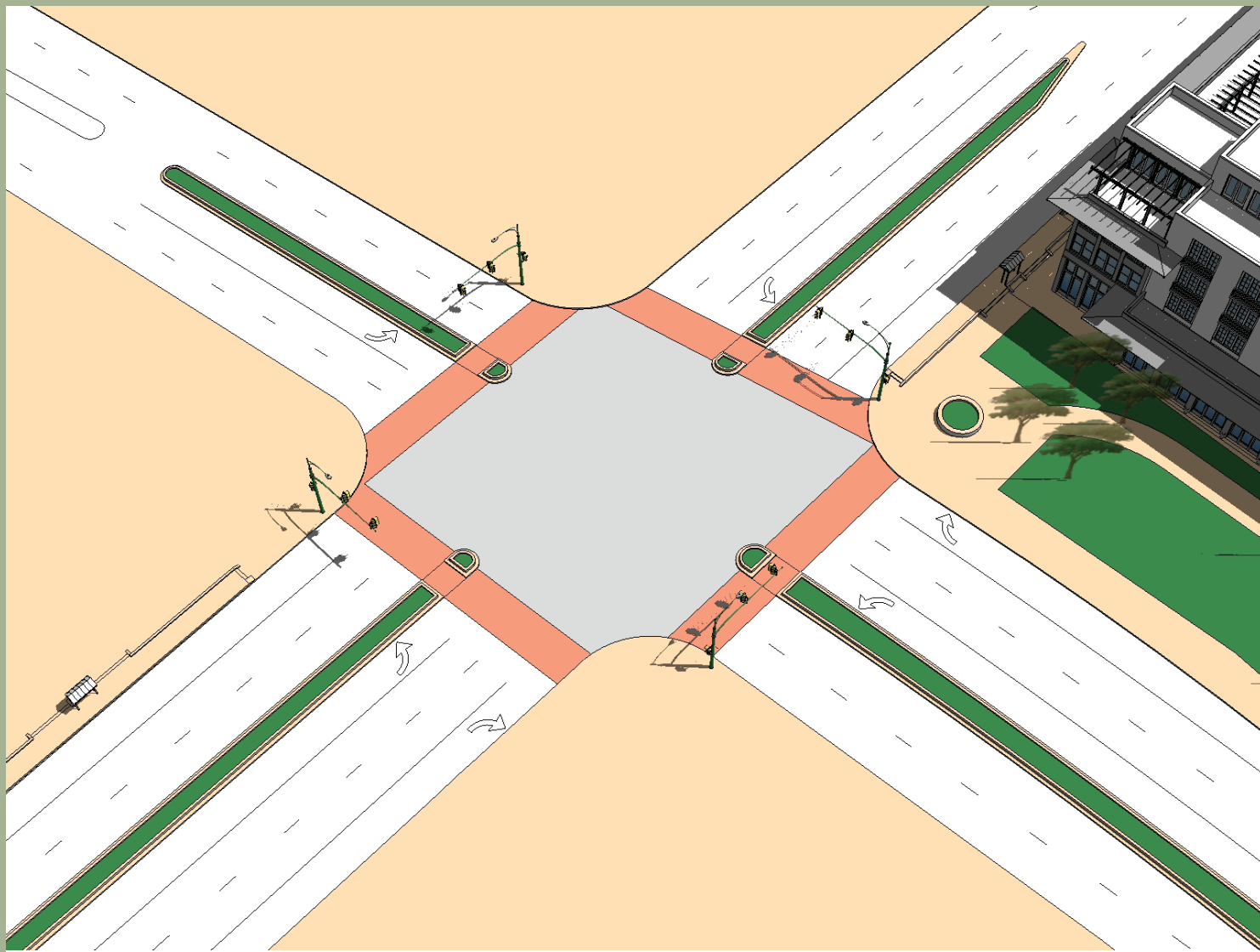


# Streets

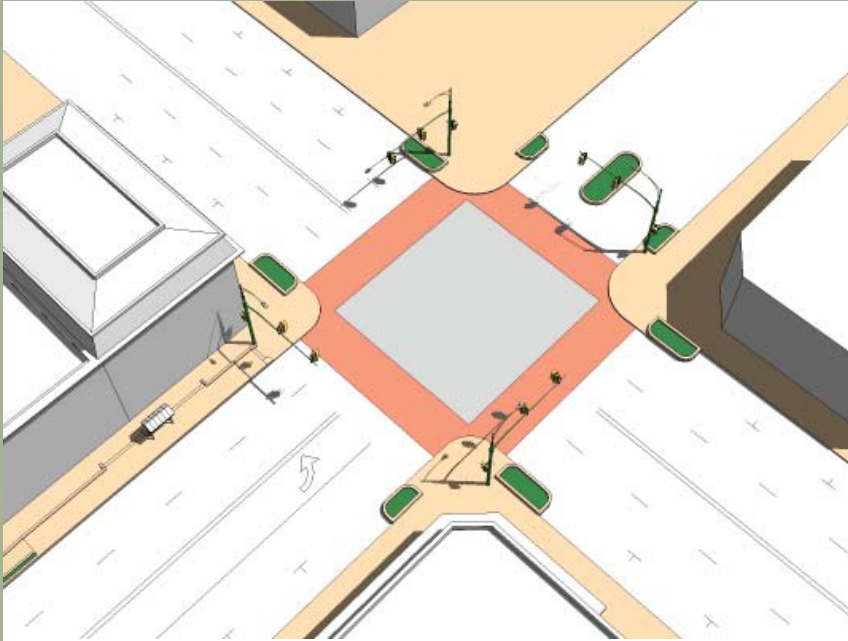


## Menu of Improvements

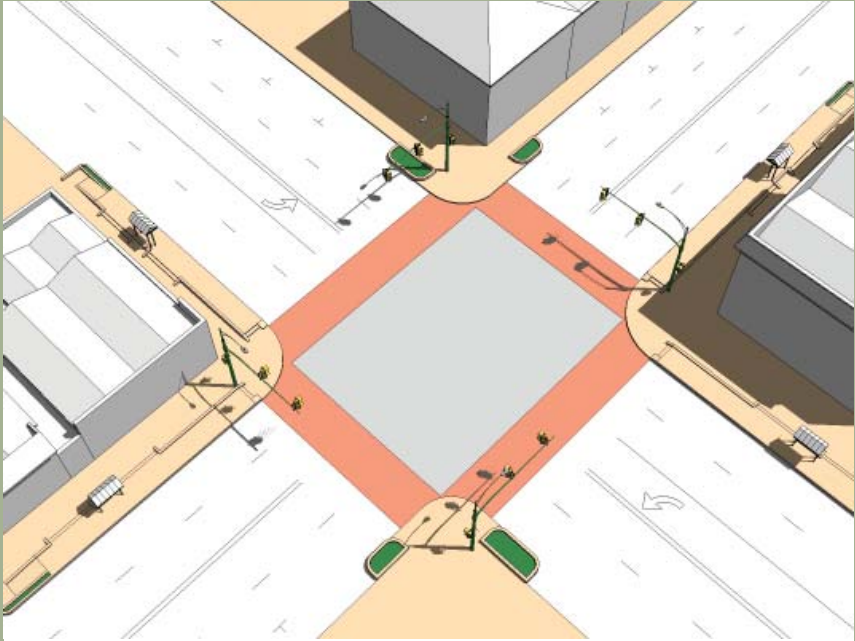
1. Improvements at key intersections
2. Extend streetscaping from Pacific to Atlantic
3. Consider traffic lights at Eagle, Pacific, Height and Taylor Streets



ATLANTIC AVENUE INTERSECTION

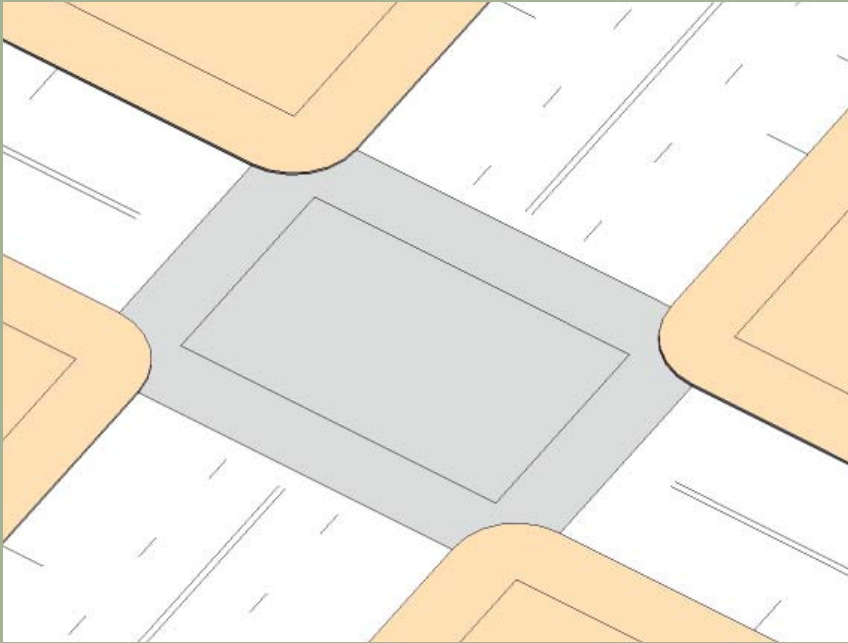


CENTRAL AVENUE: PROPOSED

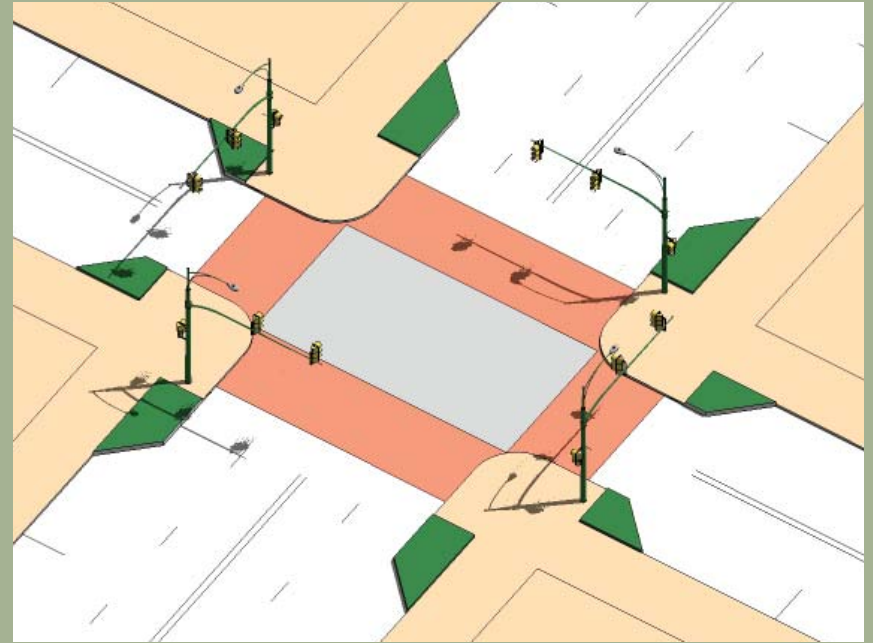


LINCOLN AVENUE: PROPOSED

# *Design of Key Intersections*



EXISTING INTERSECTION



PROPOSED IMPROVEMENTS

# *Open Space*



STAKEHOLDER JURISDICTION



ONE VISION

# *What's not working*



GATEWAY LANDSCAPING



BELTLINE PROPERTY

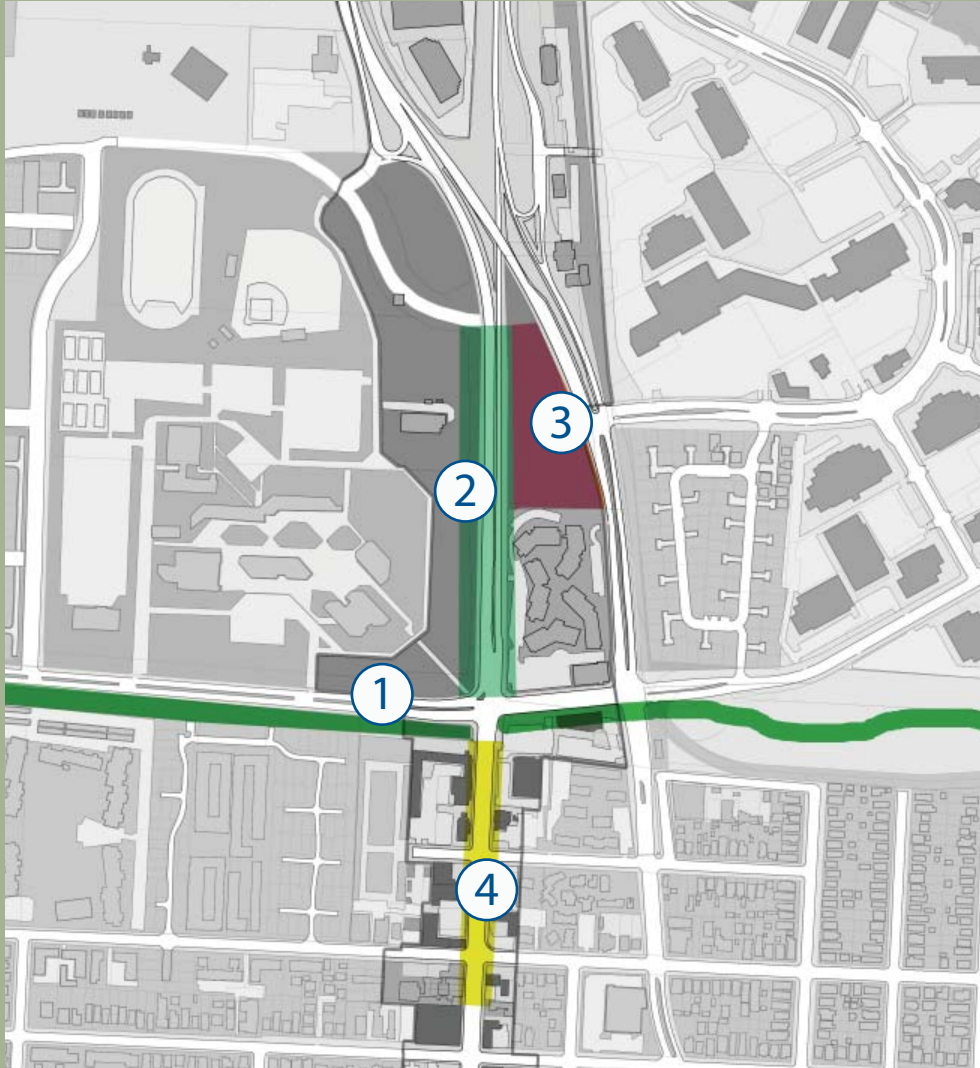


MAINTENANCE OF NEPTUNE PARK



STREETS VOID OF LANDSCAPE

# *Open Space*



## *Menu of Improvements*

- 1. Gateway landscape improvements*
- 2. Future Beltline linear park*
- 3. Improvements to Neptune Park and edge of senior housing*
- 4. Complete streetscapes between Buena Vista and Appezato Parkway*

# *Open Space: Menu*



BOULEVARD LANDSCAPE



TRAIL WAY



PARK PRECEDENT



STREETSCAPES

# *Signage*



# Signage



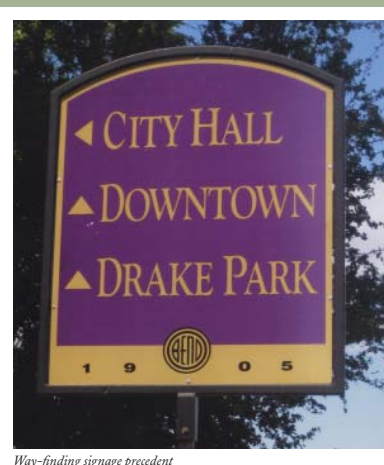
HIGHWAY SIGNAGE



WAYFINDING

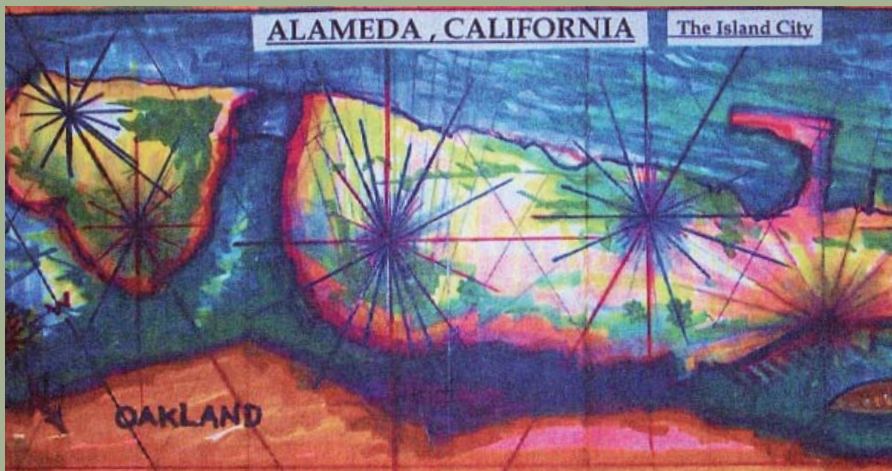


RETAIL SIGNAGE

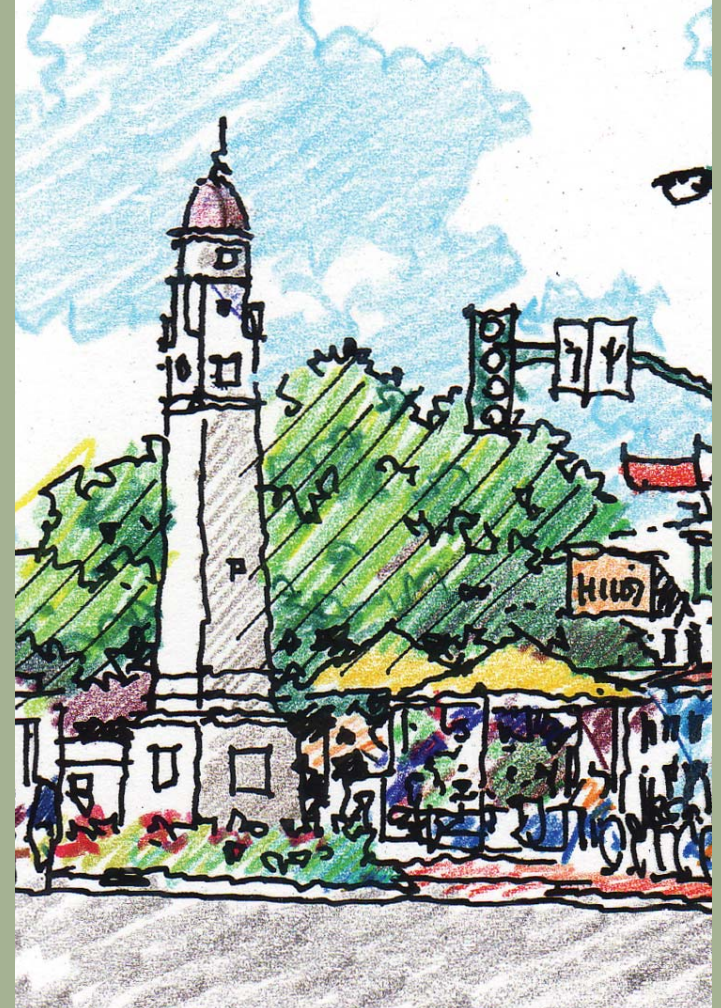


Way-finding signage precedent

# *Public Art*



MURAL CONCEPT ALONG TRAILWAY



# *Transportation: Existing Modes*



AUTO



BUS



BIKE



PEDESTRIANS

# *Transportation: Proposed Modes*



BUS RAPID TRANSIT



ALAMEDA CIRCULATOR



CAR SHARE



ALAMEDA COLLEGE SHUTTLE



AMENITIES TO SUPPORT  
CYCLING, INCLUDING CROSS  
ALAMEDA TRAIL

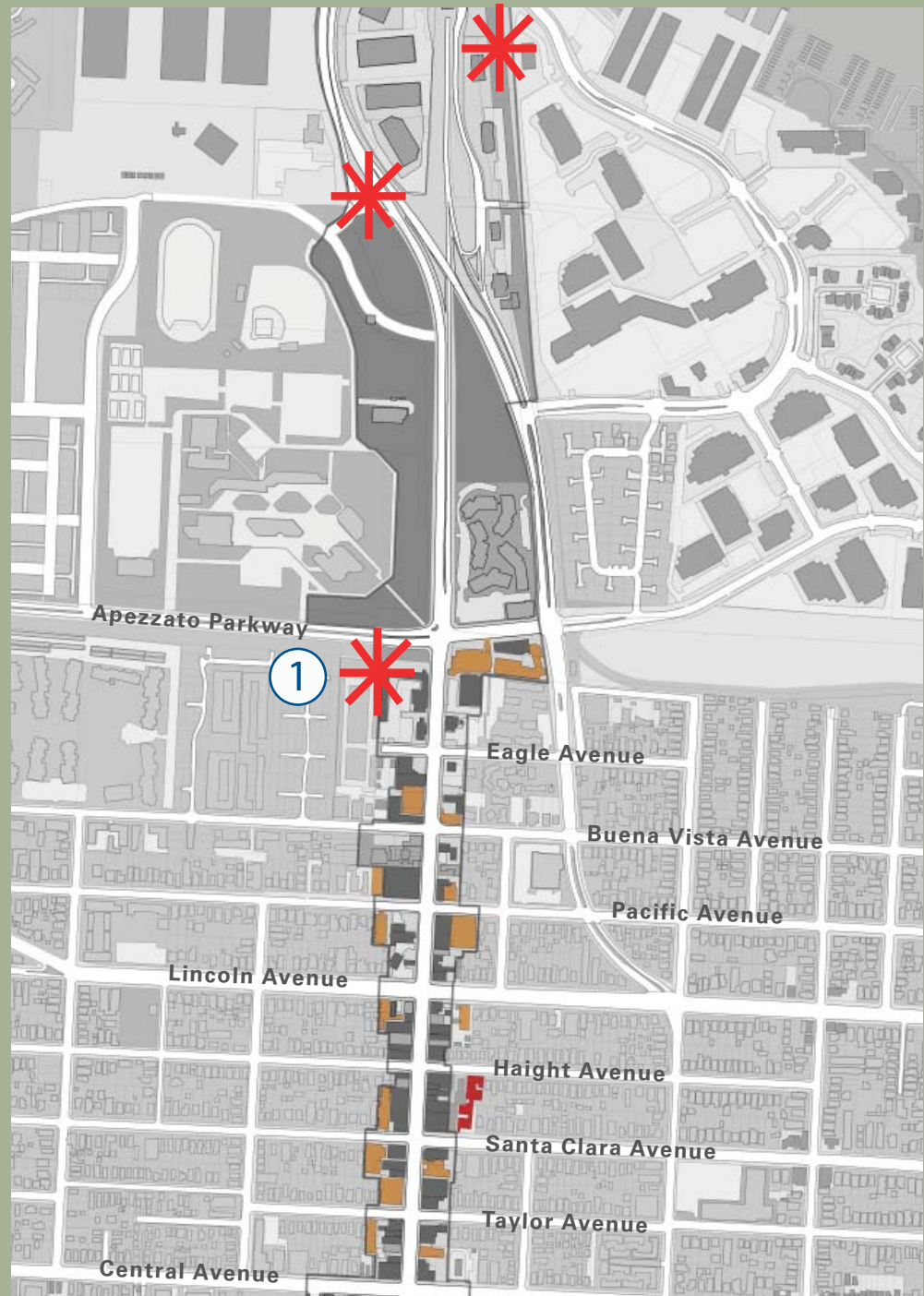


IMPROVED PEDESTRIAN  
CONNECTIONS

# *Parking*

## *Menu of Improvements*

- 1. Create park-and-ride lots*
- 2. Encourage a parking management plan:*
  - Increase transit options*
  - Improve wayfinding signage*
  - Share/meter private lots*
  - Create more small surface lots as needed*
- 3. Reduce City parking requirements*



# *Town and Gown*



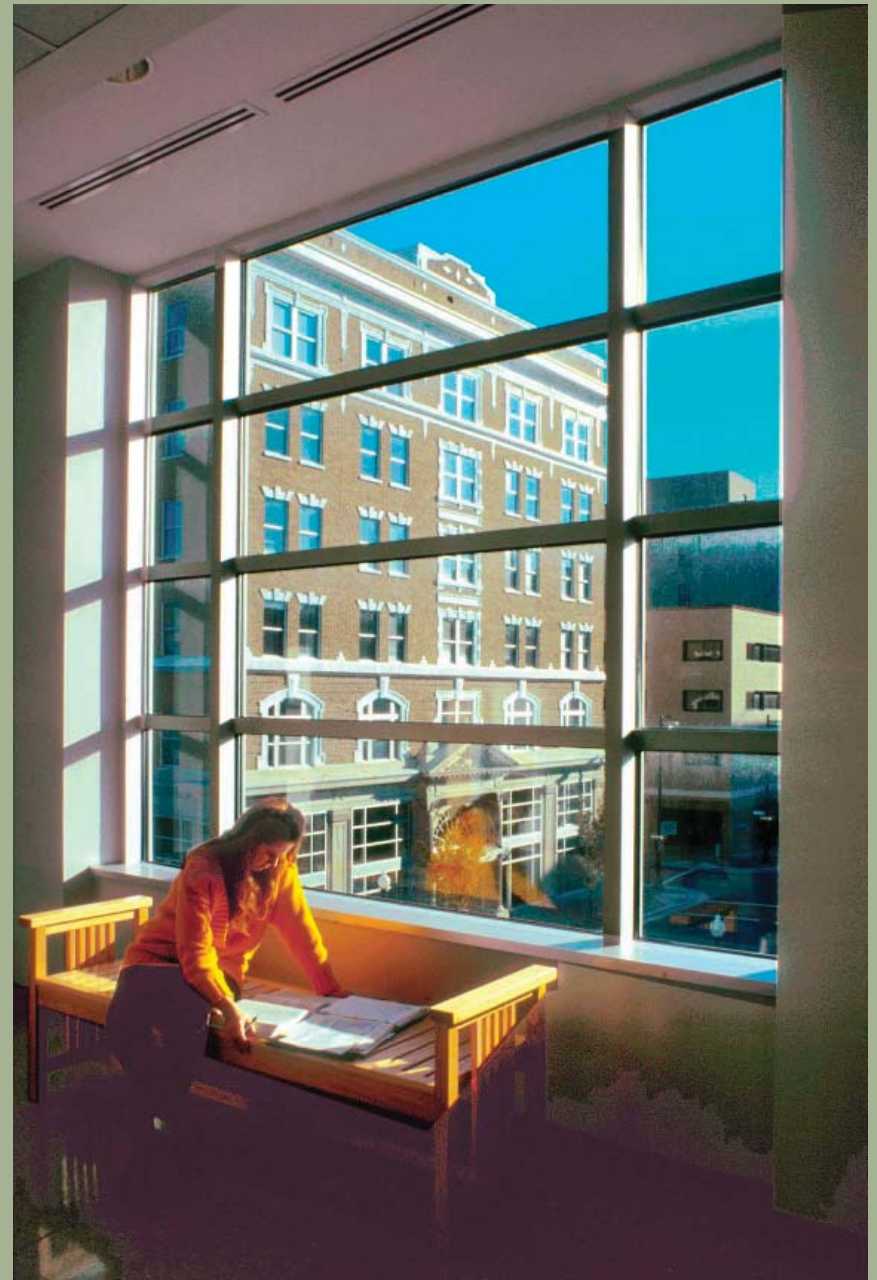
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# *Opportunities to locate along Webster Street*



flickr attribution: JSmith Photo

*Tidewater  
Community  
College, Norfolk,  
VA*



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# *Paint-up/ Fix-up*



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# *Discount City: Potential Transformations*



# *Paint-up/ Fix-up: Tin Building*

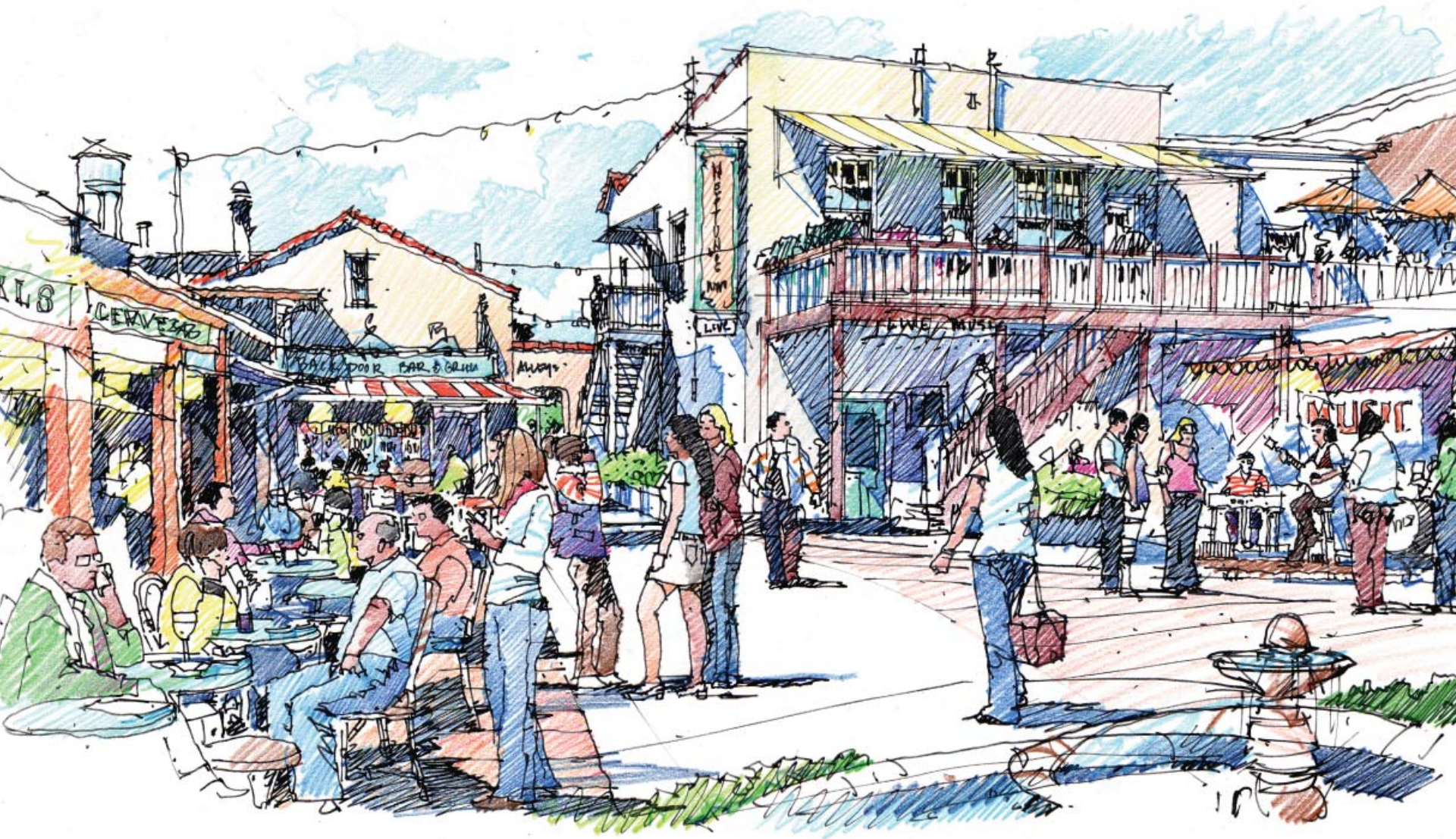


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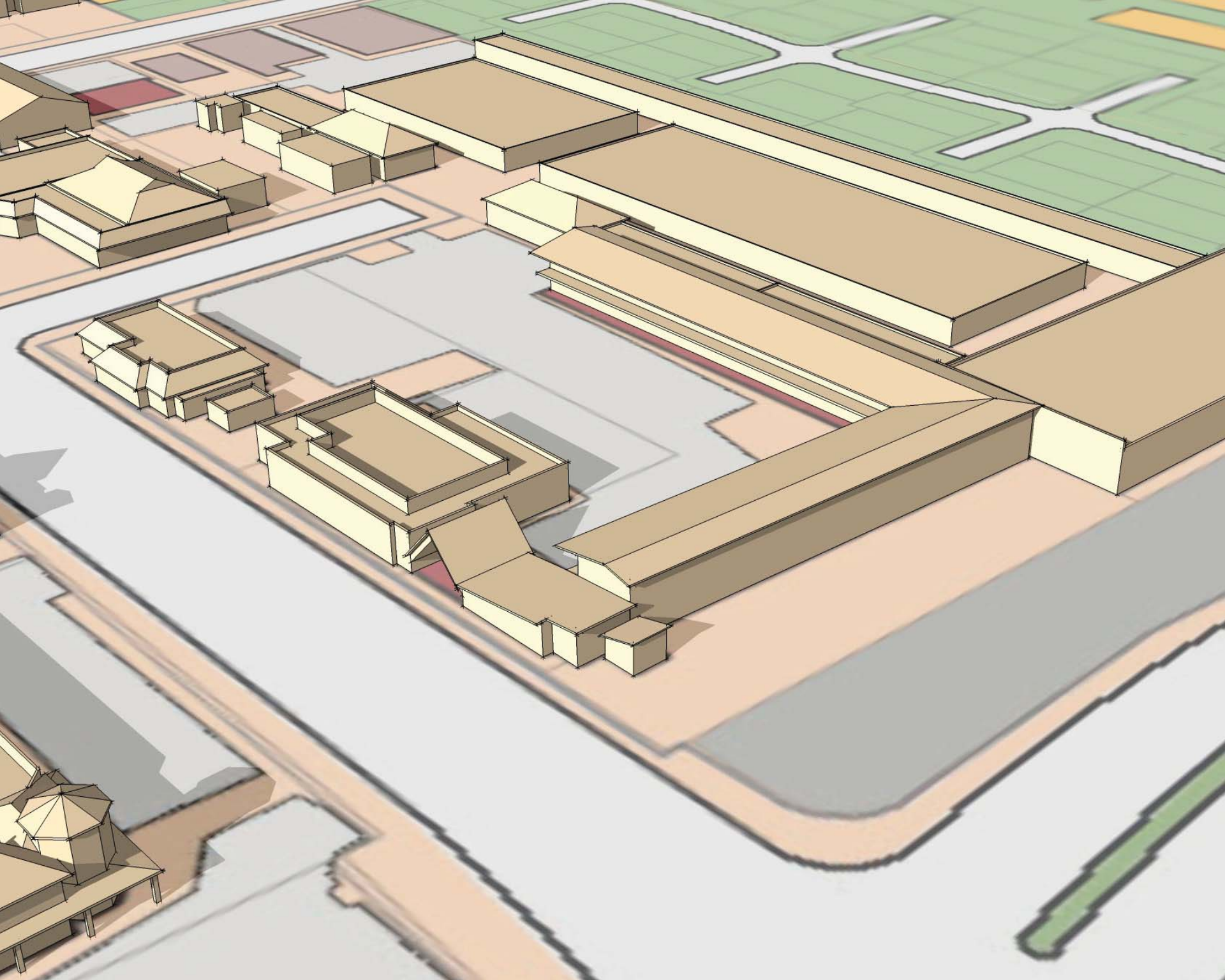


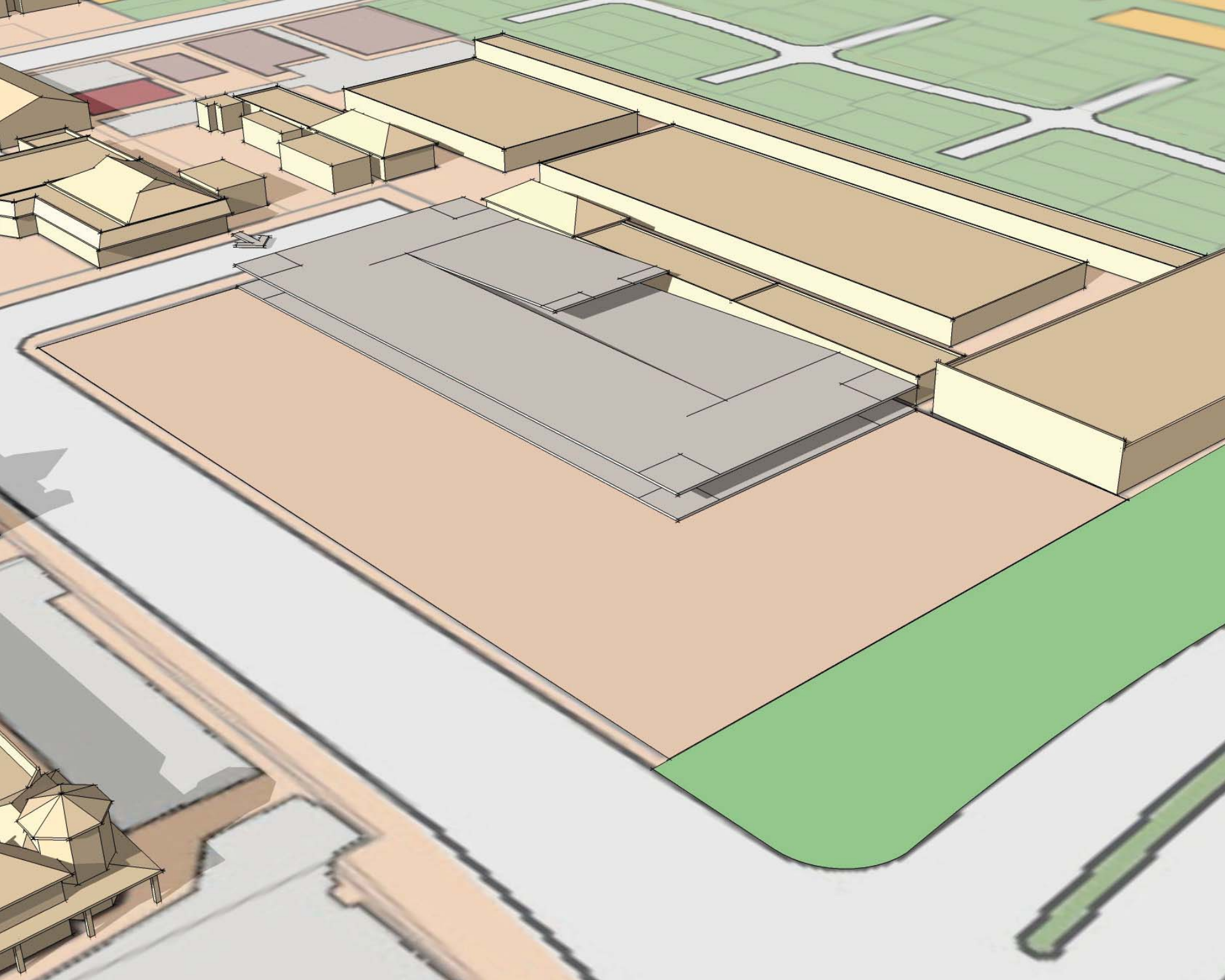


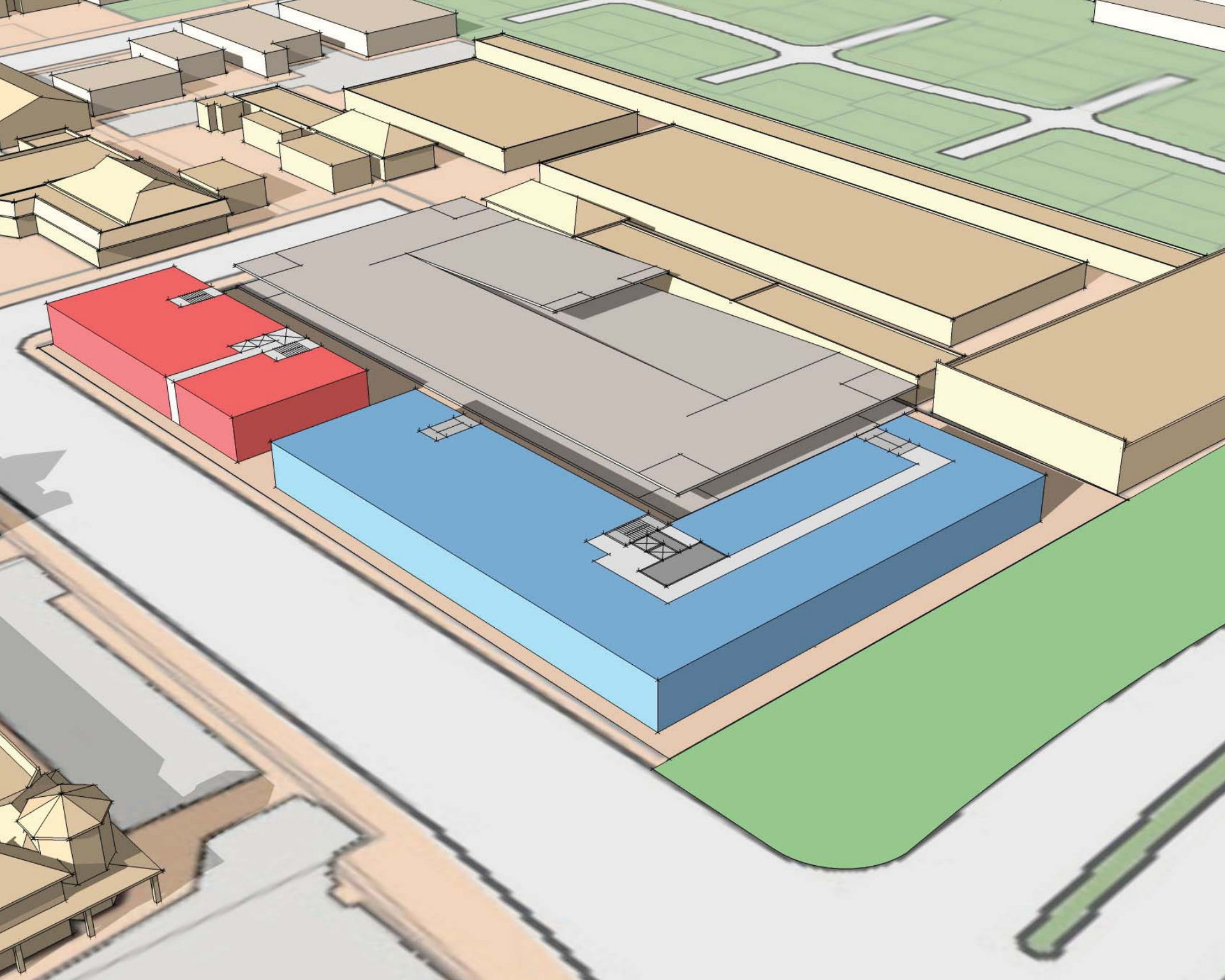


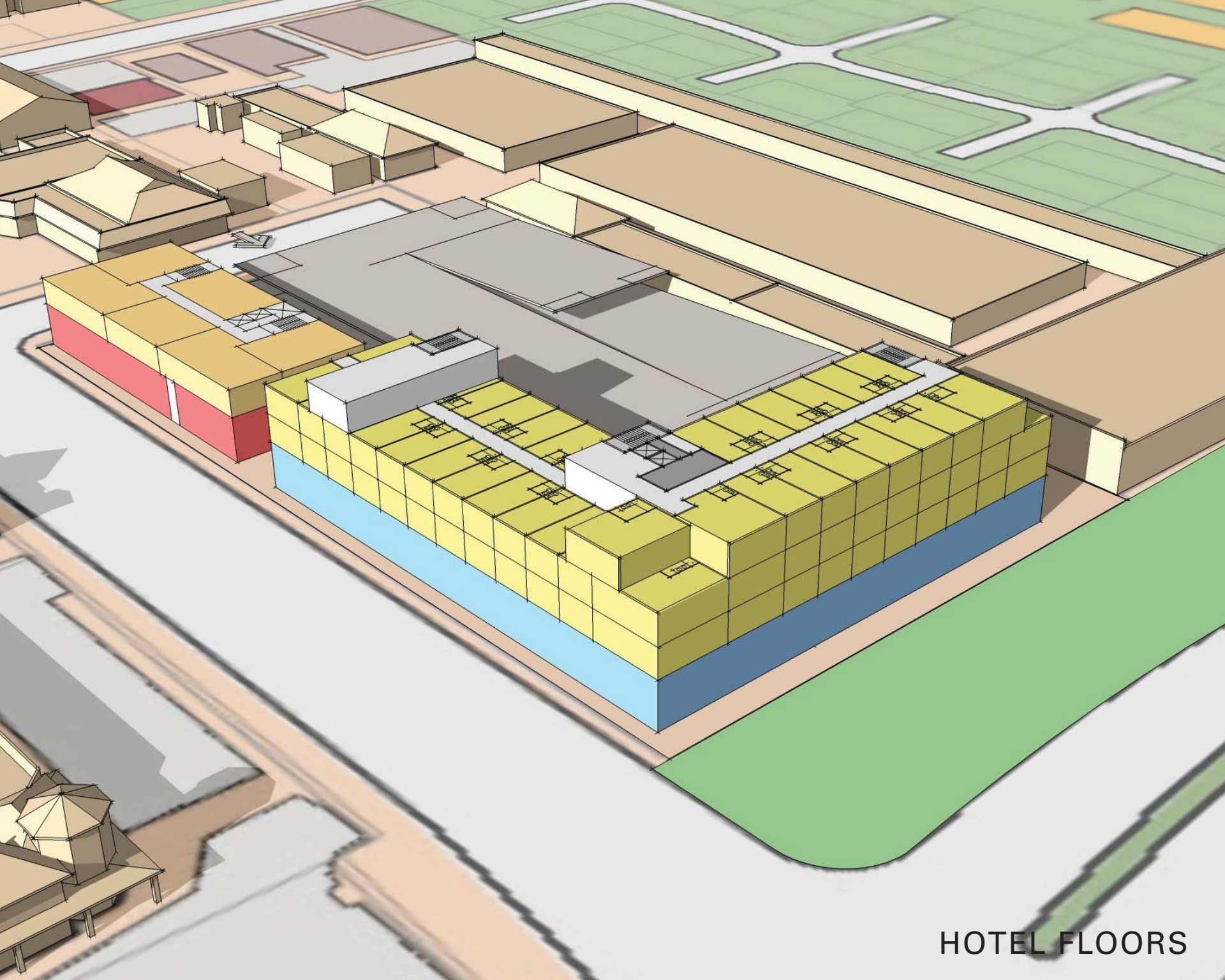
# *Days Inn site*



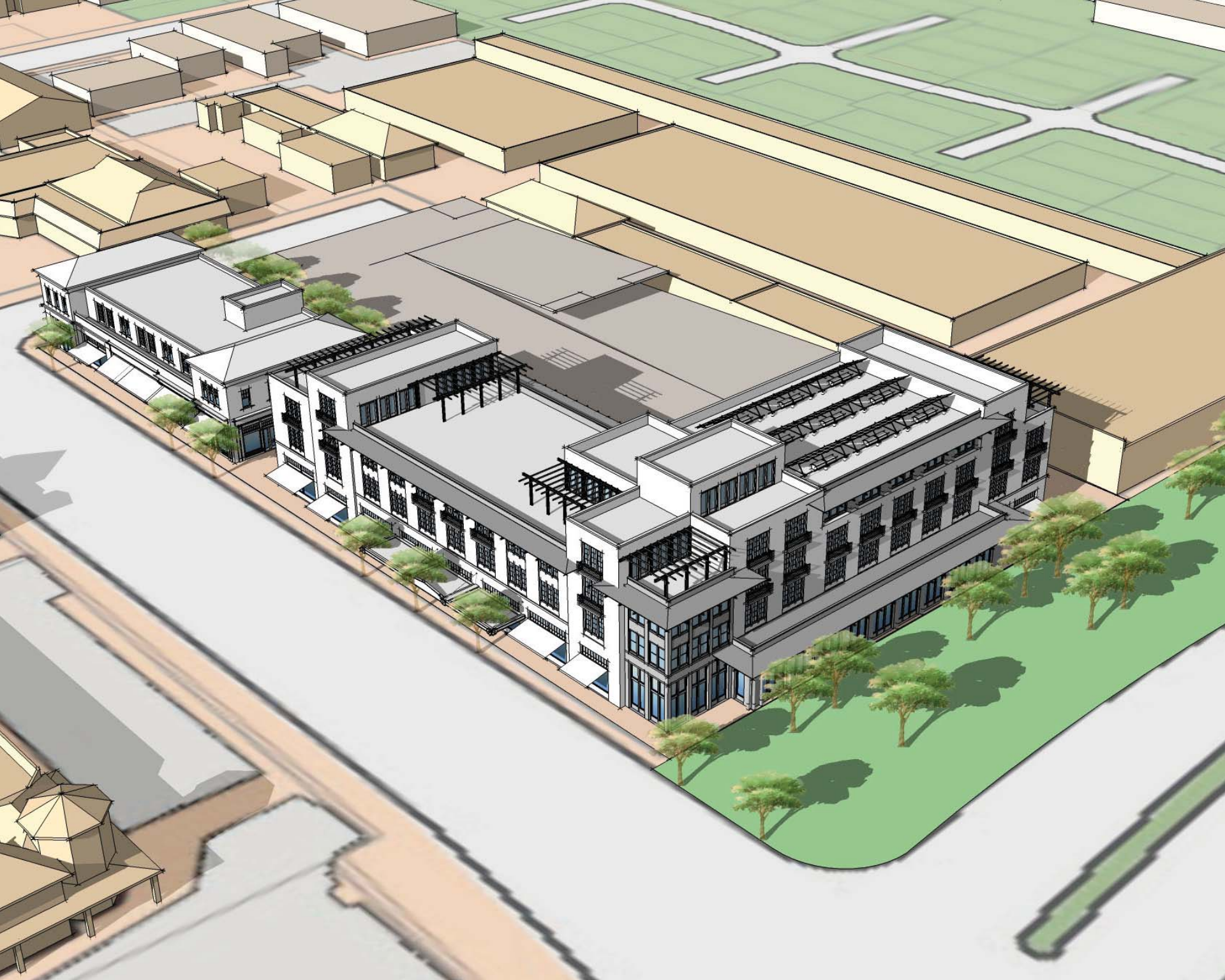








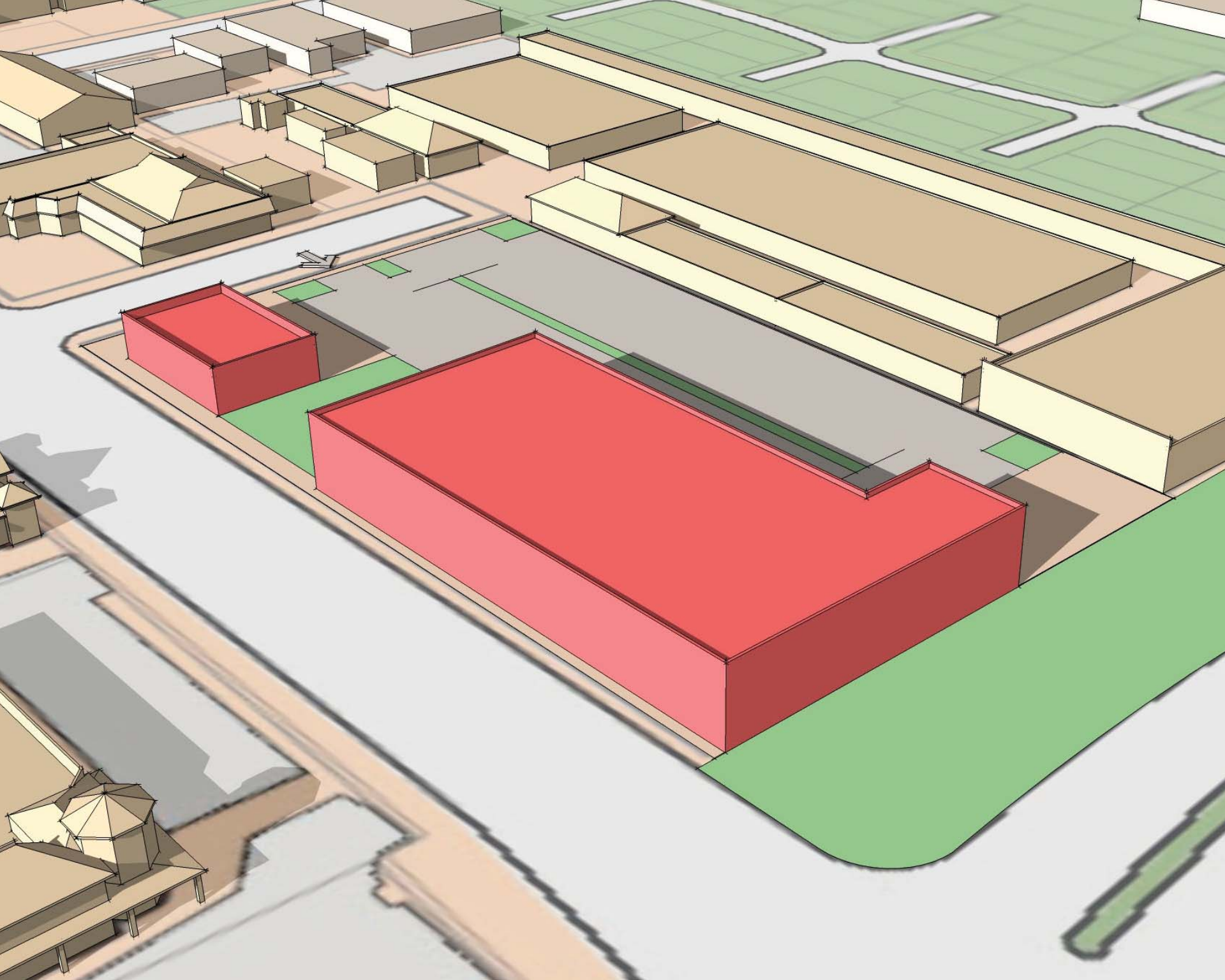
HOTEL FLOORS

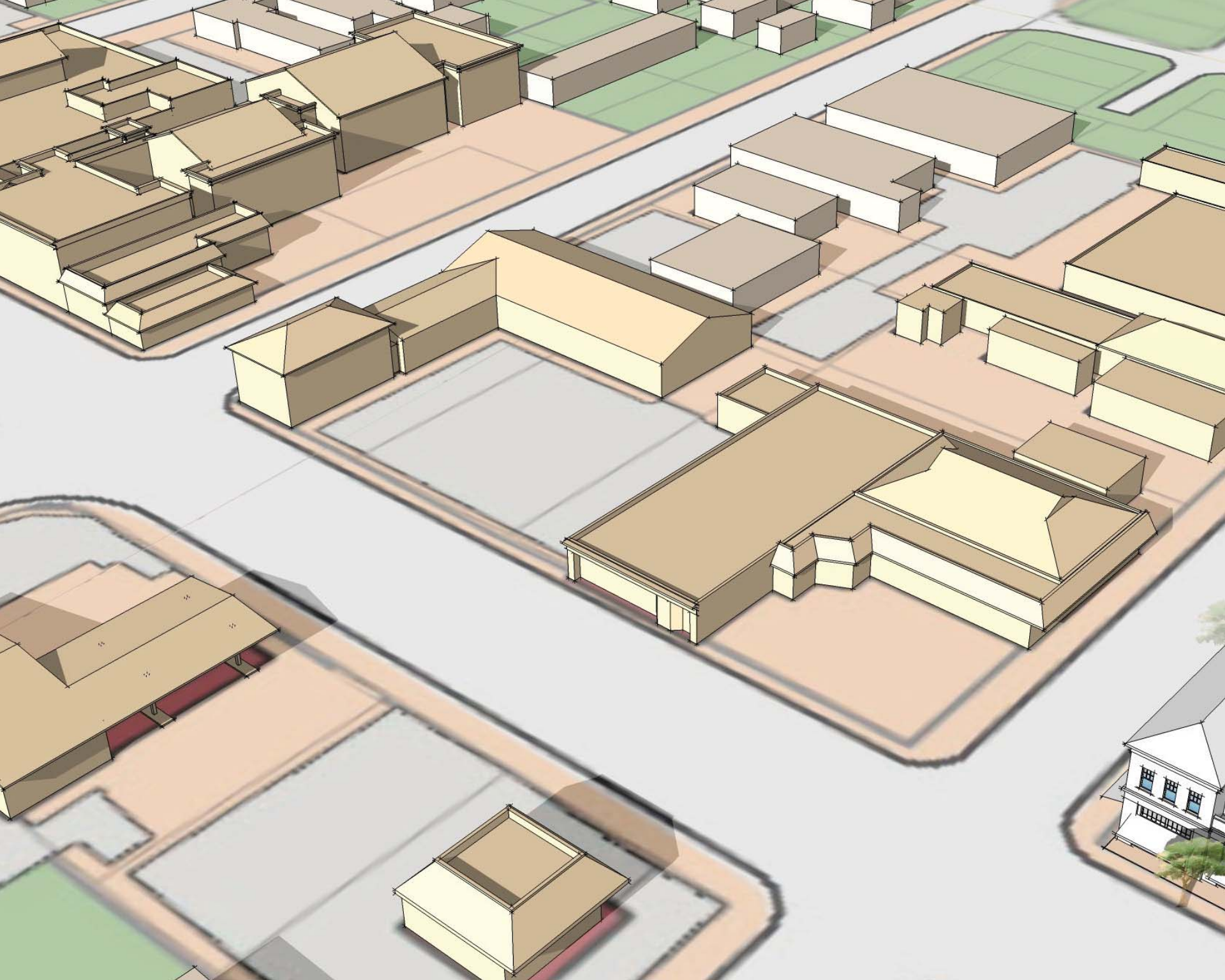


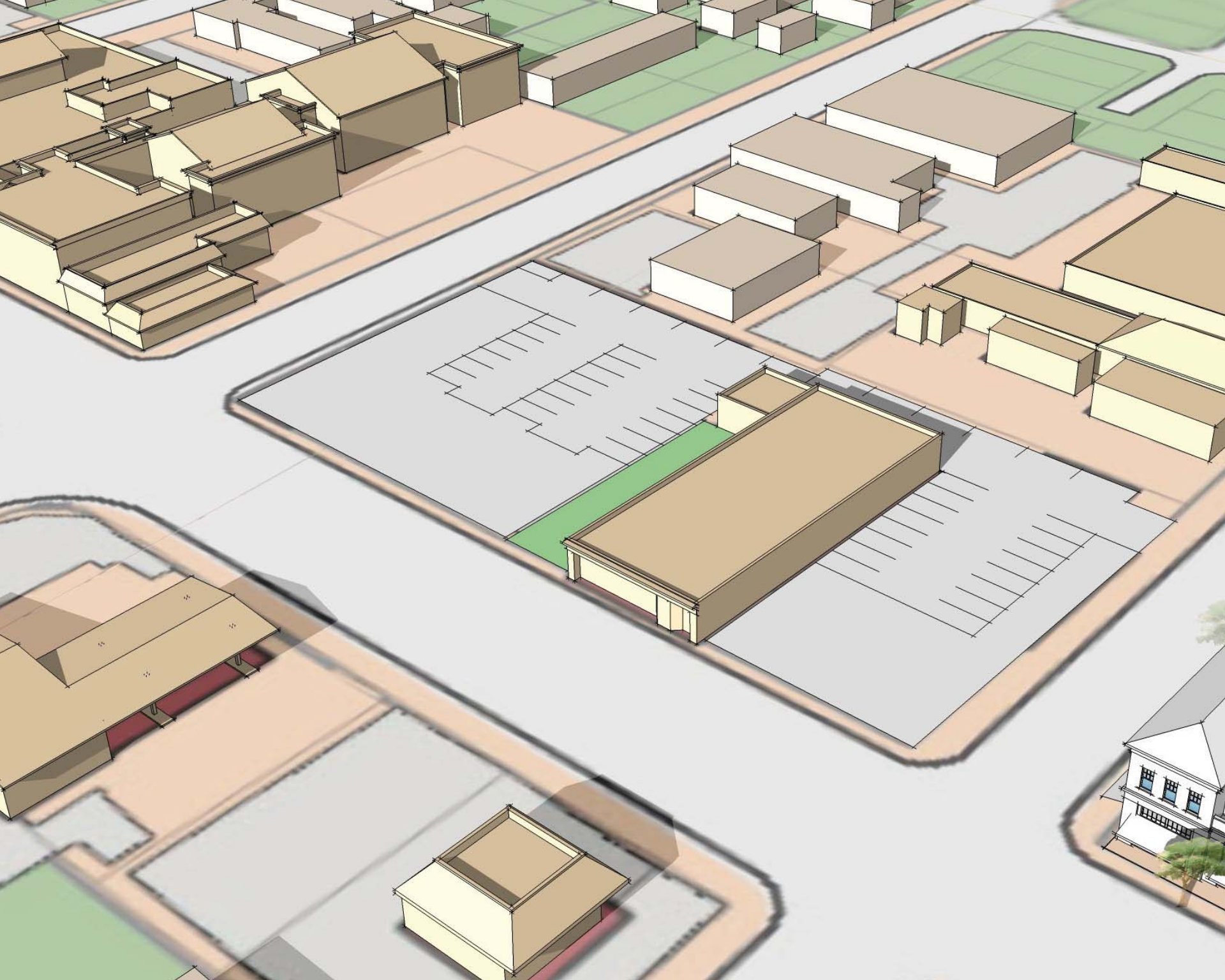


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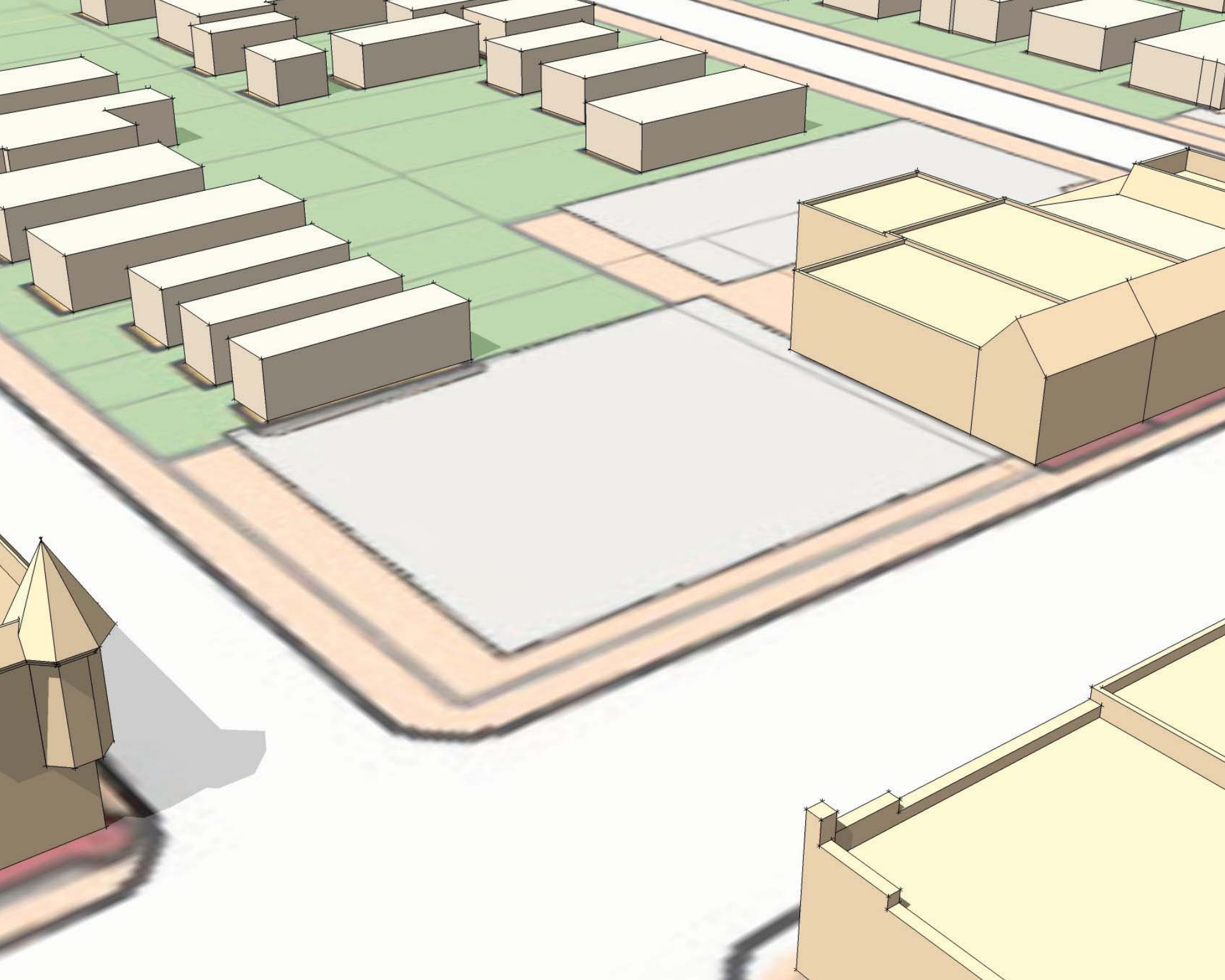


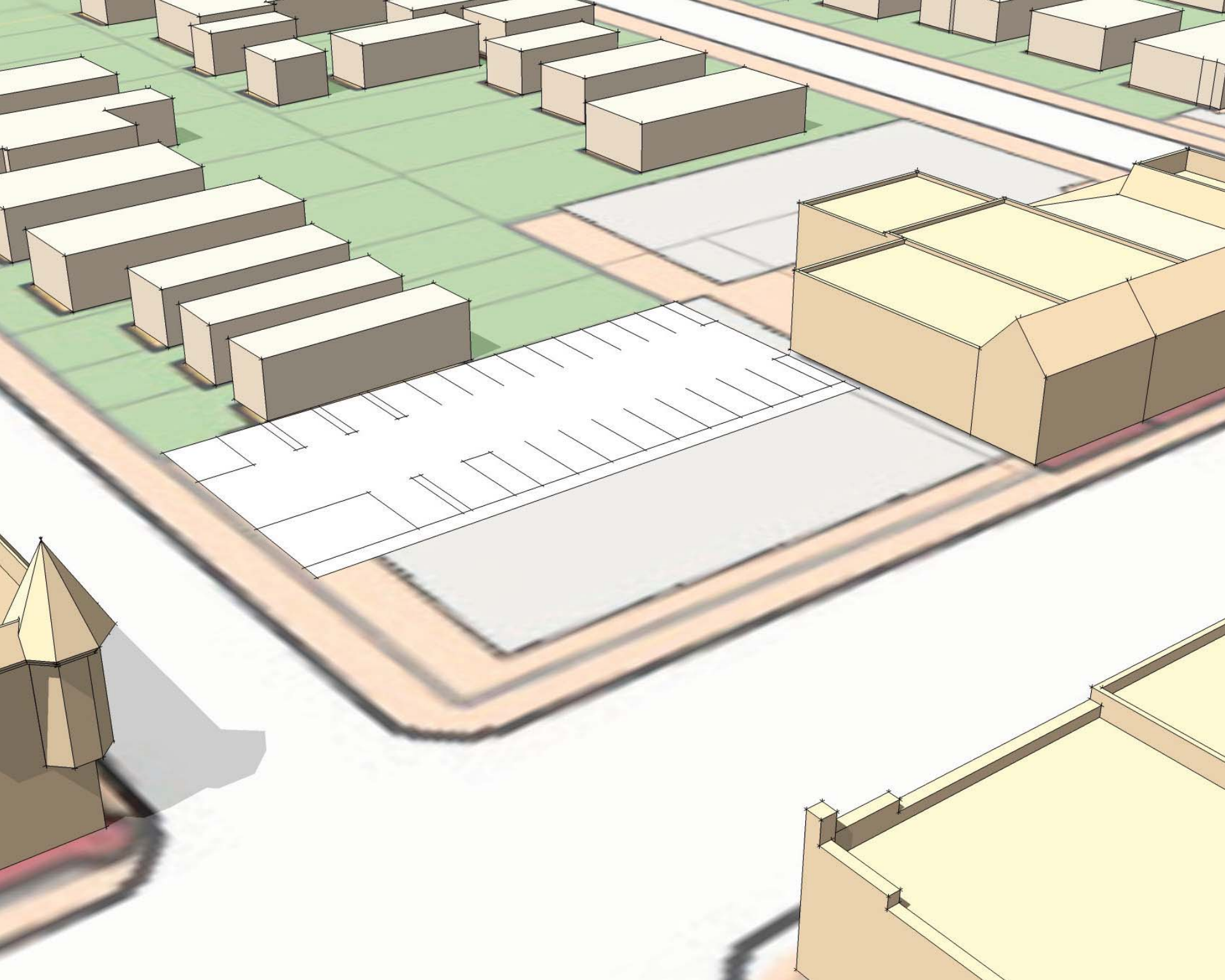


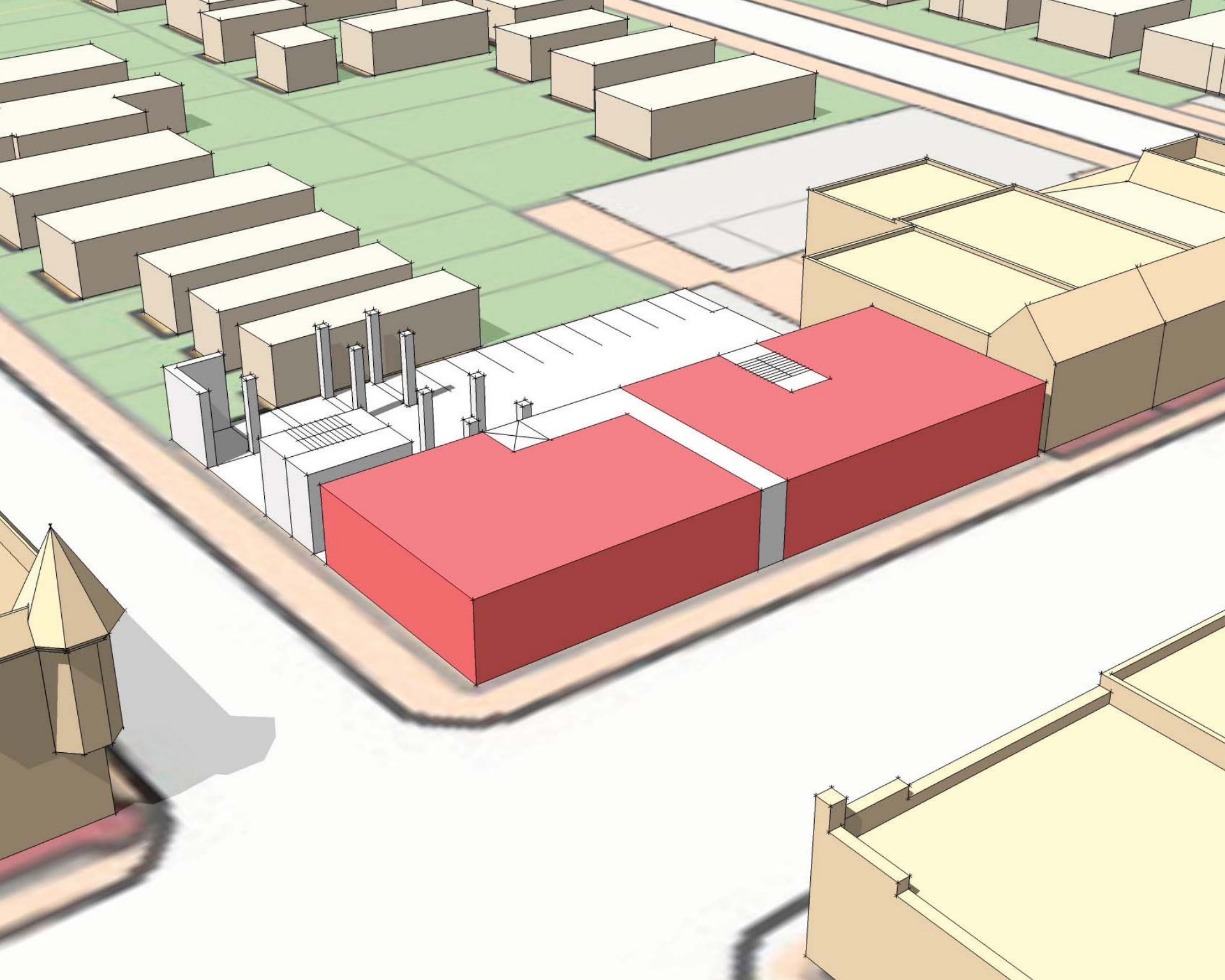
# *Taylor Lot*

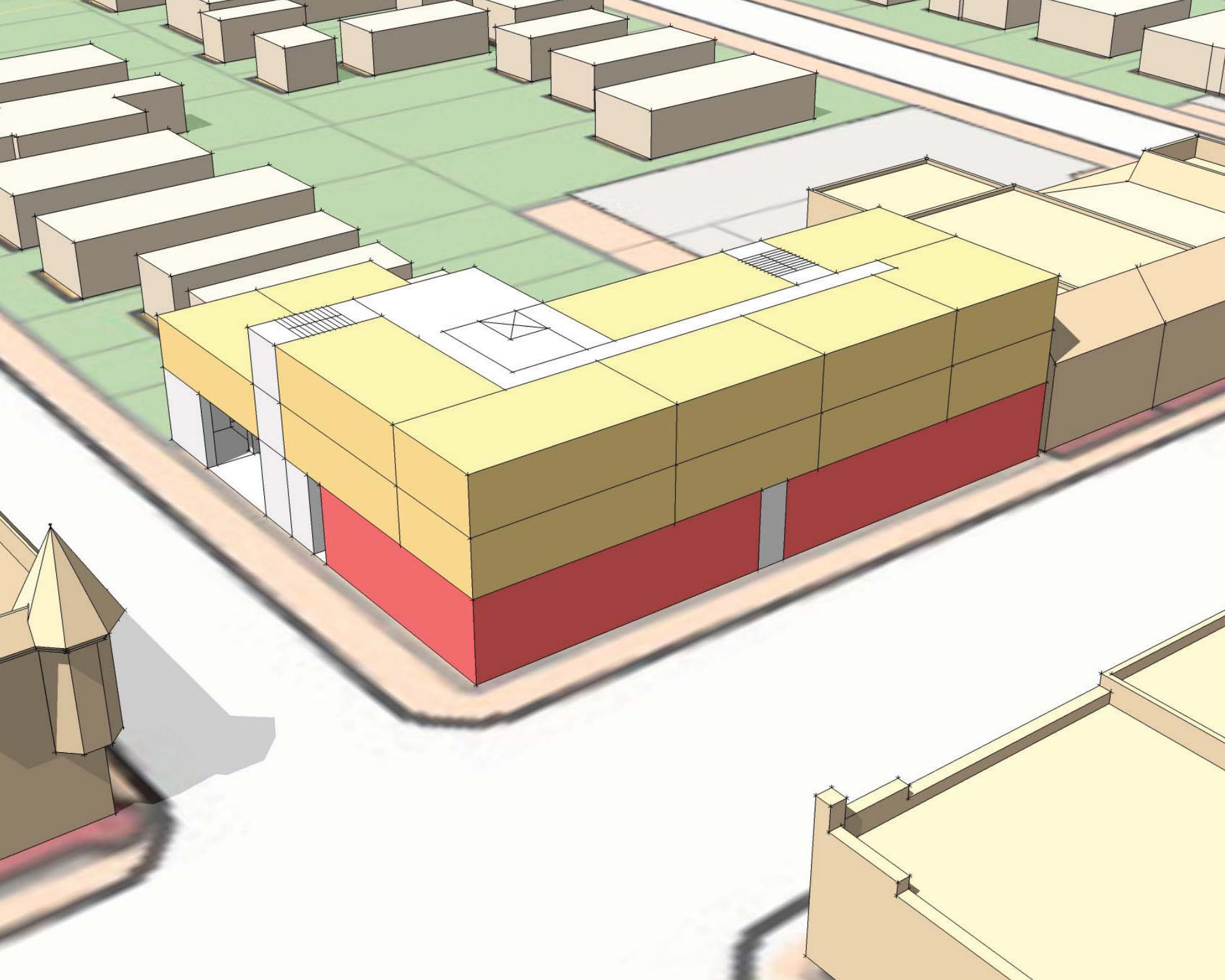


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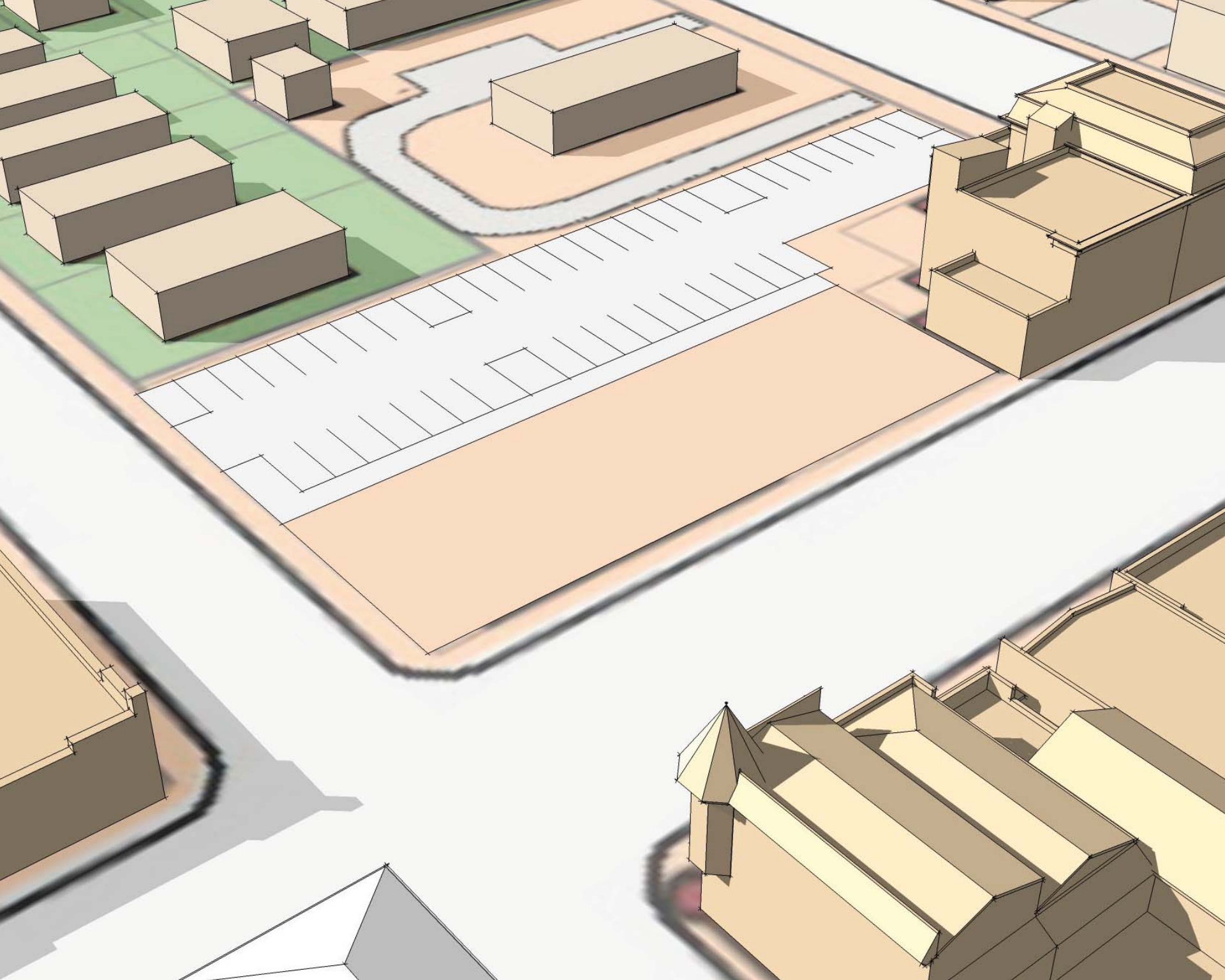


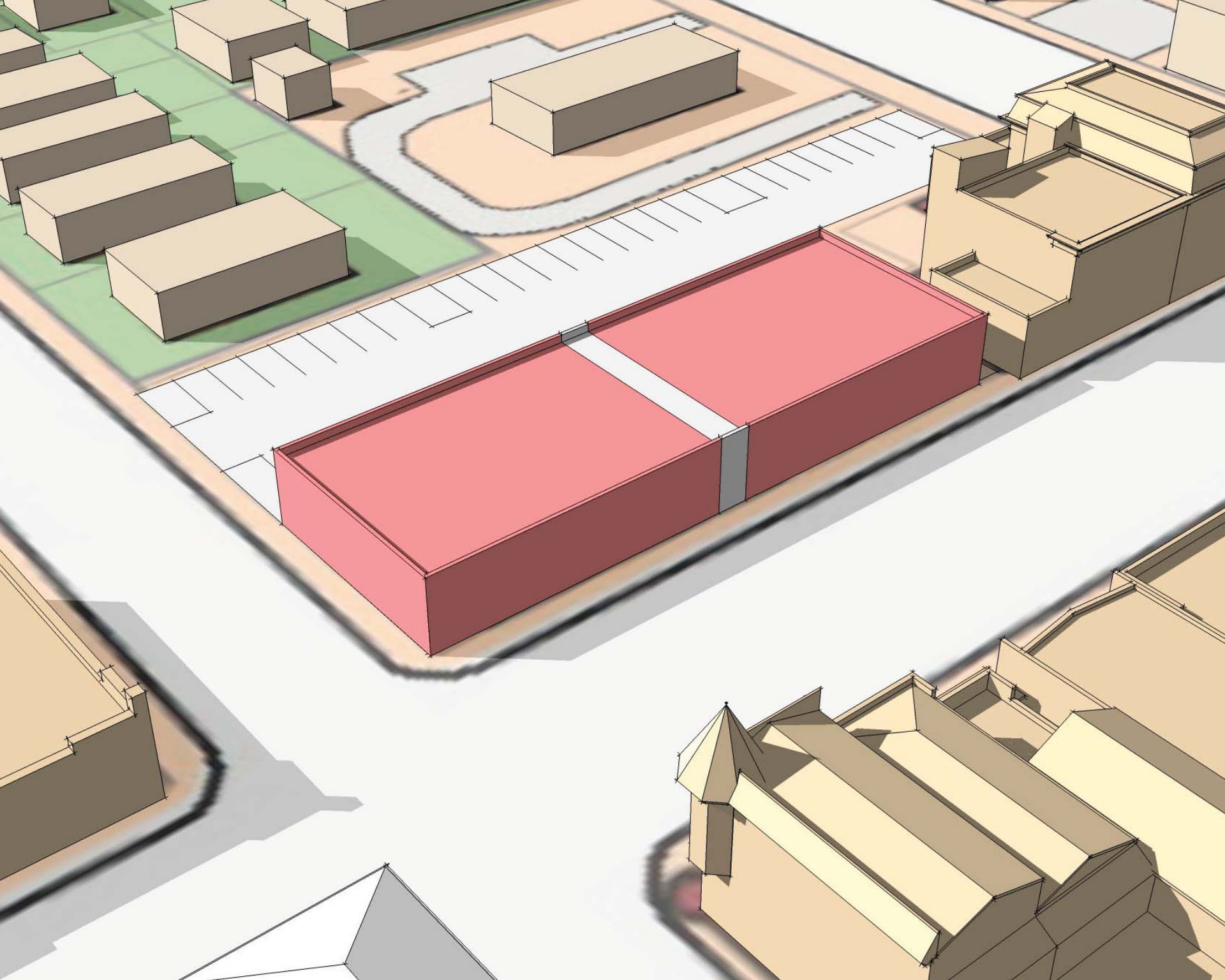
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# *Neptune Plaza*



U R B A N   D E S I G N   A S S O C I A T E S



WESCAFE

NO  
PARKING  
6:00AM to 6:30AM

FRUITVALE SANI  
VIA ALAMEDA

WASHINGTON  
391

ROCKAWAY  
BETTER  
FOR THE ENVIRONMENT  
PEOPLE'S CHOICE



